



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXV.

NEW YORK, MAY 15, 1901.

No. 7.

THE PHILADELPHIA RECORD

AWARD OF DIPLOMA FOR EXCELLENCE OF PRODUCTION.



A QUALITY THAT IS DELIVERED TO 185,000 PERSONS EVERY MORNING.

Philadelphia's Largest

**During the Year
Nineteen Hundred**

The Philadelphia Inquirer

PRINTED MORE ADVERTISING THAN ANY
OTHER NEWSPAPER IN THE UNITED
STATES, OUTSIDE OF GREATER NEW YORK.

The year's record for the leaders of newspaper advertising follows:—

		YEAR 1900	YEAR 1899
		AGATE LINES	AGATE LINES
WORLD.....	New York.....	7,016,558	6,253,157
HERALD.....	New York.....	6,874,750	6,394,056
EAGLE.....	Brooklyn.....	6,386,762	★
INQUIRER	Philadelphia	6,308,400	6,423,300
NEWS.....	Chicago.....	6,253,200	6,118,500
TRIBUNE.....	Chicago.....	6,223,600	5,678,700
STAR.....	Washington.....	5,346,600	5,165,100
JOURNAL.....	New York.....	5,341,159	4,377,633
RECORD.....	Philadelphia.....	5,218,500	5,223,000
GLOBE.....	Boston.....	5,072,400	5,322,300
AMERICAN.....	Baltimore.....	4,680,900	4,591,200
HERALD	Boston.....	4,231,800	4,559,100
EXAMINER.....	San Francisco.....	3,882,300	★
JOURNAL.....	Minneapolis.....	3,092,100	★
DISPATCH.....	St. Paul.....	3,615,300	★
PLAIN DEALER.....	Cleveland.....	3,425,100	2,974,200
★ No Report			

These figures in almost every instance were those furnished by the newspaper itself, and therefore are officially correct. It is interesting to note that of the Inquirer's three leaders in Greater New York, two of them, the New York Herald and the Brooklyn Eagle, are three-cent papers, while the price of the New York World to readers outside of the city is two cents a copy. Among the straight one-cent papers, The Philadelphia Inquirer leads the country in advertising.

This remarkable showing is easily accounted for.

ADVERTISEMENTS IN THE INQUIRER ALWAYS BRING POSITIVE RESULTS BECAUSE THE CIRCULATION OF THE PHILADELPHIA INQUIRER IS GREATER BY MANY THOUSANDS THAN THAT OF ANY OTHER NEWSPAPER IN PENNSYLVANIA.

The Philadelphia Inquirer, 1109 Market St., Phila., Pa.

NEW YORK OFFICE, Nos. 86-87 Tribune Building.
CHICAGO OFFICE, 308 Stock Exchange Building.



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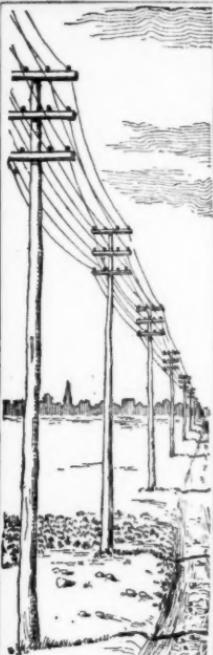
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Winged Words.

WE are prepared to do your advertising as telegraphic news with the earmarks of a legitimate press dispatch. We can insert your notice in a thousand leading dailies and have it appear in all of them the next day.

This sort of publicity is of great value in decisions of law suits, in patent cases, in annual statements which make a particularly prosperous showing, in cases

where your goods were selected in preference to all others, where your medicine has cured a man of national prominence, or if your goods win a notice of superior merit at the great Pan-American

Exposition at Buffalo

or in any other case where you have anything to say to the public all over the United States. For further information about telegraphic advertising, call on or address

GEO. P. ROWELL & CO.,

Advertising Agents,

10 Spruce St.

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXV.

NEW YORK, MAY 15, 1901.

No. 7.

McELREE'S WINE OF CARDUI.

SOME INTERESTING FACTS GLEANED
FROM THE OMAHA (NEB.) DAILY
NEWS, REGARDING THIS POPULAR
SOUTHERN PRODUCT.

The origin of the medicines and development of the business of the Chattanooga Medicine Company reads like a romance. When asked of the origin of the now well-known products, Mr. J. A. Patten, secretary and advertising manager, said:

"We often say nature provided them. Dr. A. Q. Simmons, an eminent physician for his time, discovered Thedford's Black-Draught about 1833. After thorough investigation he found in the same Southern soil that produced malaria, biliousness and other stomach and liver diseases the remedy that would eradicate those diseases from the human system. He began putting up the medicine in Georgia as early as 1835.

"Almost the same time Dr. Simmons began making the liver medicine by which an Indian squaw, by an herb tea, brought quick relief to a suffering young girl in an emigrant's family camped for the night a few miles south of Chattanooga. The grateful family preserved some seeds from these herbs and made the extract, or wine, for many years. The Rev. R. L. McElree, a prominent Presbyterian clergyman from West Tennessee, learned of these herbs used by descendants of the emigrants within his parish during a pastoral call about 1870, and is entitled to the credit for first giving it publicity.

"Eminent scientists have since given their attention to the preparation of these medicines and millions of dollars have been spent in

making their merits known, but we are glad to remember these circumstances of their origin and early history, showing that crudely prepared and without business backing—standing on their inherent merits alone—they came to be widely used."

The Chattanooga Medicine Company was incorporated by prominent Southern business men twenty-five years ago. It has been frequently spoken of as the most conservative house of its class in the trade. When Dr. McElree came to the managers in 1880, asking them to undertake the manufacture and sale of Wine of Cardui, he received the reply: "We will only touch it on one condition. Bring us 7,000 to 10,000 bottles of the medicine. We will place them with our customers to give to the suffering ladies to be paid for only in case cures are effected. After that experiment we will talk to you." Seven thousand bottles were furnished and to the surprise of the company over 6,500 reported cures and voluntarily paid for the medicine. If the policies have been conservative the growth has been rapid. The little business conducted at first in an upstairs room has year by year steadily increased until it has come to be one of the wonders of the advertising world, placing its products throughout the civilized globe.

The beautiful suburb that has grown up at the front of Lookout Mountain is called "St. Elmo" after Mrs. Wilson's hero. Here 3,000 to 4,000 people now make their homes. In the center of this prosperous suburb "the medicine factory," as it is familiarly known for miles around, is located, and visitors to Chattanooga know that the Chattanooga Medicine Company is no small institution. Four

handsome pressed-brick buildings are used for the transaction of the company's business and the output of its preparations. In addition to the manufacture of its medicines the company operates one of the largest printing establishments of the kind in the United States. The main building of the group used by the company is a three-story structure, in size 50x200 feet. The laboratory is four stories high and 50x100 feet in size. There is a press-room 40x150 and a warehouse 75x75. The rooms in which the medicines are prepared are large and well arranged, yet not too large to be kept as clean as a

tising," said Mr. Patten, "and show our faith in it by the space we use, but we consider the Ladies' Birthday Almanac and the Cardui Weather Chart and Calendar as the best advertisements produced during the past twenty-five years."

So great has the demand become for this little almanac that now the output for a single day of the great plant erected to produce this publication is three times as large as the entire circulation of the first almanac fourteen years ago.

Early in December, 1899, the work of compiling the almanac for 1901 was ended. The fourteen almanacs have been compiled by the

Ten sad years~Now happy

Marell, Ark., Feb. 23, 1900.

I suffered with womb trouble for ten years and it seemed to get worse every year, with pains in my head and back. My husband read about Wine of Cardui in the Ladies' Birthday Almanac. I got one bottle of the Wine and a package of Thelford's Black Draught and used them up and started on another bottle. I expect never to be without it as long as money will buy it. I have gotten better every day and my pains are gone. My husband says I look better and better every day. I am thankful for what your medicine has done for me and thank everybody to know it.

FRANCES TATAM.

The woman who is afflicted with female ills is in bondage. For days or weeks every month she is languishing on a bed of suffering. She thinks she cannot be free from those terrible pains which manacle her. She knows health would mean freedom and happiness. But she fears she will never be a healthy woman again. She sees nothing but suffering ahead. Mrs. Tatam knew nothing else for ten years. Just think of ten years of agony with

WINE OF CARDUI!

within her reach as it is within yours to-day. She might have been cured ten years ago. You can be cured immediately. Mrs. Tatam's experience is only one instance of how many women let their ailments run on indefinitely and unnecessarily. Wine of Cardui is a sure relief for all the ills that torture women to-day. It is a quick and permanent relief for falling of the womb, for leucorrhœa, for disordered menstruation. Every sufferer knows that terrible dragging pain in the lower abdomen, the aching back, dull head and aching arms and legs. We know that Wine of Cardui will cure every such trouble. Druggists sell \$1.00 bottles.

In cases requiring special directions, address, giving symptoms, "The Ladies' Advisory Department", The Chattanooga Medicine Company, Chattanooga, Tenn.

New England kitchen. In addition to the buildings used in Chattanooga the company has a branch house in St. Louis, and is opening another in San Francisco.

Over 200 men and women are employed by the company at Chattanooga, and the force is increased about 25 per cent each year. The printing plant alone cost \$75,000. From this establishment is turned out each year 50,000,000 booklets, pamphlets, almanacs and calendars. All the advertising material as well as all the medical products of this company are prepared in its own buildings.

"We believe in newspaper adver-

same editor. This skillful specialist devotes a great part of his time during the entire year to this popular publication. He has brought it to the position that it is annually sought for in 15,000,000 homes.

From the use of a few papers twenty years ago to large spaces in 5,000 of the leading publications is the newspaper advertising record of this company. The Wine of Cardui advertisements are distinctive in character and are known throughout the country as about the best advertising being produced for any article of its class. The Wine of Cardui advertising appearing in the newspapers has been

placed for years by one of the leading agents of the West, Mr. Conrad Budke, vice-president of Nelson Chesman & Co., St. Louis.

It is understood that last year the Chattanooga Medicine Company spent \$400,000 in the varied forms of advertising used. Their fall advertising announcement was as follows: 15,000,000 Ladies' Birthday Almanacs for 1901; 1,000,000 Cardui Weather Charts and Calendars for 1901; these calendars are sold at 10 cents each; 10,000,000 inches in 5,000 leading American newspapers; 10,000,000 booklets, show cards, signs, etc., distributed house-to-house and in drug stores; 1,000,000 square feet of five-color wall painting.

Mr. Patten was asked what he considered the most essential thing in connection with successful advertising. He replied:

"The one thing is this: The thoroughness with which territory is covered."

"What kind of advertising do you, as a Western advertiser, advocate most?" was the next query.

"I think newspaper advertising comes first," he explained. "But we have other mediums to reach the people. We inform ourselves of local conditions and put in what is necessary to get the trade. That is about all that advertising is to us—a plain business proposition closely allied with every other department of our business. We have no quarrel with the people who chiefly view the scientific aspect, however."

"Speaking of wall painting," said Mr. Patten, after referring to a beautiful color reproduction of a 1,000 foot sign that his company had recently erected in St. Louis, "what do you think of that?" and he exhibited a page half-tone production of a devastated portion of Galveston which was printed with other storm views in *Leslie's Weekly*. Amid the general wreck nothing remained intact except a portion of a wall with a large Wine of Cardui sign on it—the sign standing out very prominently in *Leslie's* cut.

"That is what I call substantial advertising," said Mr. Patten,

Another source of valuable publicity was developed for the Chattanooga Medicine Company in connection with the Galveston storm. The Chicago *Tribune* discovered the day after this cyclone that the weather forecasts published in the Ladies' Birthday Almanac, prepared more than a year



Young Women

The entry into womanhood is a critical time for a girl. Little menstrual disorders started at that time soon grow into fatal complications. That female troubles are filling graveyards proves this. Wine of Cardui establishes a painless and natural menstrual flow. When once this important function is started right, a healthy life will usually follow. Many women, young and old, owe their lives to Wine of Cardui. There is nothing like it to give women freedom from pain and to fit young women for every duty of life. \$1.00 bottles at druggists.

Miss Della M. Strayer, Tully, Kan., "I have suffered untold pain at menstrual periods for a long time, was nervous, had no appetite, and lost interest in everything, in fact was miserable. I have taken four bottles of Wine of Cardui, with Thedford's Black Draught, when needed, and to-day I am entirely cured. I cannot express the thanks I feel for what you have done for me."

For advice in cases requiring special directions, address, giving symptoms, the Ladies' Advisory Department, The Chattanooga Medicine Company, Chattanooga, Tenn.

WINE OF CARDUI

before, had actually predicted the great Gulf disaster and frankly stated the fact. The item was used by the Associated Press and Scripps-McRae service and developed far-reaching inquiry for this publication. Every box of the books sent out this year has a prominent red sticker, "This is the

almanac that predicted the Galveston storm."

"What are the principal elements that have brought success to your business?" was the last question. After a moment's thought Mr. Patten said:

"Preparations of merit; original advertising methods; persistent work; unity of management; the best salesmen we could employ; liberal profits to and fair treatment of the retail trade. I do not know how to cover it better."

Mr. Patten's reply to a request for information about the personality of the management of the business was characteristic:

"There is little to say on that subject. Z. C. Patten established the business, has been general manager of it since the beginning and should have the credit for its success. Mr. Lupton and myself have been associated with him for years. We have no clear-cut division of responsibility. We work together. The policy of the business is a unit and represents our united judgment and experience."

FLAT RATES.

For more than two years past the *Advisor* has been an earnest and consistent advocate of flat rates for advertising in newspapers and publications. A number of people have recently written to the *Advisor* asking why the small advertiser should be given the same rates as are made to the large advertiser.

The answer is very simple: The woman who goes to a grocery store and buys a pound of coffee for 60 cents on Monday and goes back and buys another pound of coffee on Wednesday is treated just the same as the person who buys a pound of coffee three times a week instead of twice.

The small advertiser in a newspaper ought to be given the same rate as a large advertiser for the reason that he may, by being placed upon the same footing with the larger user of space, some day become as great an advertiser as any which the paper holds.

Furthermore, large advertisers who contract for an enormous

amount of space in many instances fail to live up to their contracts, having simply made them for the purpose of obtaining the lowest rates on the sliding-scale rate card, knowing in advance that they will never live up to the contract into which they entered.

When a newspaper says to these advertisers, "you have failed to live up to your contract," the advertiser replies usually, "if you force me to carry it out I shall not give you any more business."

The newspaper publisher is therefore placed in a peculiar position. If he forces the advertiser to carry out his contract, he loses the business. If he does not compel the advertiser to carry out the contract, he has broken the rates of his publication and does not treat all patrons alike.—*Advisor*.

THE paper that was the leader in its town five years ago may lag behind to-day. Even one year may witness astonishing changes. If you are spending money for publicity it is vastly important that you should know where to get the most of it for the price. The American Newspaper Directory gives not only the present circulation rating of every paper in America, but shows their history by quoting past ratings. The American Newspaper Directory is the only reliable guide for the advertiser.—*Charles Austin Bates*.



PAT—Shure, I've lost me dog an' Oi don't know wot to do.
Reporter—Why don't you advertise for him?

Pat—But, faith, an' th' dog can't read it if I do.—*Hudson (N. Y.) Register*.

IN dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

The American Newspaper Directory Confidential Information Bureau ...

with the more than thirty years' experience of its founders, and with the facilities at their command, is willing to convey to its subscribers such confidential information as it may possess. It is often in a position to tell about a specified publication just what an advertiser would very much like to know. It will deal only with papers credited with a circulation of a thousand copies or more. With smaller circulations the general advertiser cannot profitably concern himself.

PRICE OF SERVICE, \$25 A YEAR, STRICTLY
IN ADVANCE. A SUBSCRIBER RECEIVES REPORTS
AS ASKED FOR; ALSO PRINTERS' INK (A JOURNAL
FOR ADVERTISERS), ISSUED WEEKLY AT \$5 A
YEAR, AND THE AMERICAN NEWSPAPER DIREC-
TORY (ISSUED QUARTERLY AT \$5 A QUARTER),
\$20 A YEAR. ADDRESS GEO. P. ROWELL & Co.,
PROPRIETORS, NO. 10 SPRUCE ST., NEW YORK.

LAZY PETE.

From the Mail Order Journal.

Pete was the son of an honest farmer, but a good-for-nothing fellow. When his parents died he sold the farm and moved to town, where his sister was married, and lived there like a prince as long as his money lasted. He had never learned a trade nor done an honest day's work. When his money was spent in bad company, and still worse, whisky, he began to hang around looking out for odd jobs to earn a few cents.

Last fall he happened to get hold of a copy of *Boyce's Monthly* and his fortune was made. At least he thought so. For never before had he read such an interesting paper. What interested him most, or rather almost exclusively, was the many alluring ads found in it. This paper was the means of putting him to work for hours and hours. The work consisted of writing letters. Pete could hardly scrape enough money together to buy stamps to answer the many ads in *Boyce's Monthly*. Another reader would have got the cramps in his fingers from writing so many letters in reply to ads, but Pete, although lazy by nature, did not mind this, as long as he had found, as he believed, a bonanza in *Boyce's Monthly*, for it contained all for which Pete's heart longed.

Here was a page ad offering a yearly income of \$1,200 to any one willing to be satisfied with such a small income. Pete looked with contempt on the ad offering \$936 a year, sure, and expenses, for the \$1,200 offer was more fascinating. There was also an offer of an entire furniture store for the asking. There were free watch offers by the carload. There was further an offer of a prize of \$4,000 and a Shetland pony for the man who could guess how much two times two make. There was a free whisky ad, the reading of which made Pete's mouth water. There was a matrimonial offer of 10,000 beautiful brides. On another page were ads of free electric belts, free diamond rings, free bicycles, free automobiles and on a third page

a free rupture cure, free rheumatism, free kidney and bladder cure, free goitre cure and a free consumption cure.

Here was a professor ready to make a hypnotist out of people, free of charge, another willing to teach him palmistry, while a public benefactor in Detroit was willing to restore his manhood. A man in Cincinnati offered to make hair grow on Pete's head and teeth, and last, but not least, Fickle's Monthly was willing to place his name in an agent's directory, not that he may have a chance to work as an agent, for such a thing would be an infringement on Pete's idea of freedom (from work), but that he may receive year in and year out thousands of samples of medicine, books, circul-lars, newspapers, etc.

No wonder that lazy Pete was swimming in a heaven of joy when expectantly answering all ads in *Boyce's Monthly*, but alas, his wild dreams of becoming rich have not materialized. Pete has answered hundreds of letters, but none of his hopes have realized. He still is sitting in the forenoon on the steps of the postoffice and in the afternoon is hanging around the saloon, waiting for somebody to treat, always thinking how beautiful life would have become for him had all those ads in *Boyce's Monthly* brought what he had expected, but now he does not expect anything any longer. He thinks he has been fooled and that man Boyce has put up a job on him. In his eyes all ads are humbug. It has cost him exactly \$2.40 in postage to find all this out.

In the meantime Pete's address and the addresses of thousands of other Petes have become an article of trade. They are bought by publishers for sample copies. Ellis gets them, Cushman gets them, Boyce gets them again a few months later, and all the Petes are receiving copies of *Paragon*, *Metropolitan* and *Rural Home*, *Boston Home Monthly* and of *Boyce's Monthly*, and of similar monthlies, and advertisers are keeping on receiving replies from thousands of similar Petes.

Most ads need editors.

Landed by the Law!

Judge Ludwig of Milwaukee decides that The Evening Wisconsin and News defeated the newspaper circulation investigation for which The Journal offered \$1,500, and which those papers told advertisers The Journal backed out from.

Foreign advertisers will recall that The Journal reported at the time, two years ago, that the reason the circulation investigation proposed among the Milwaukee newspapers by The Journal failed was due to the refusal of the publishers of The Evening Wisconsin and News to allow a full report of their records to be made to the public. Those papers charged under scare headlines that The Journal backed out of the proposed investigation. They had to say something and one falsehood was as good as another to serve their purpose.

But the facts in the case were brought out in court at Milwaukee on April 15th and Judge Ludwig promptly decided every point in favor of The Journal. The extract from the decision relating to these newspapers is as follows:

The facts appear conclusively in my mind that such an investigation as was proposed by The Journal company was not brought about. The offer as made was that there should be an investigation of the circulation of the evening papers, by which, of course, we understand to be meant the entire circulation, or at least such a circulation of the papers issued by any of these newspapers as would be presumed to be read, or as could be proved to be read, excluding therefrom papers sent out in bulk for certain purposes, where they may not be read at all. * * * the representatives of The Wisconsin and News did not want an investigation into that circulation which was mentioned by The Journal at the very beginning, in its offer, and for which purpose all these meetings were held. So that taking the matter as a whole, without entering into further details, it was not an obstacle placed in the way of this investigation by Mr. Boyd, but it was an obstacle created by the representatives of The News and Evening Wisconsin which caused the failure of that proposed investigation.

The Journal Company will pay \$2,000.00 in cash to any advertiser or advertising agency who will prove by the full records that the paid city circulation alone of The Milwaukee Journal is not larger than is the total paid circulation of either of the other English evening dailies. They each claim a larger total circulation than is the city circulation of The Journal.

**L. T. BOYD,
Manager.**

STEPHEN B. SMITH,
Room 30, Tribune Bldg.,
NEW YORK.

C. D. BERTOLET,
Boyce Bldg.,
CHICAGO.

Another Call

The Street Cars of Montreal.

"Judge a tree by its fruit." The general advertiser naturally desires the thickly populated, prosperous communities; desires the attention of many people of intelligence.

The population of Montreal is over 300,000. The leading French daily has a circulation of over 70,000; the leading English daily has a circulation of over 60,000, an average of one paper to every three persons. Granted that one-half these circulations go outside the city, it would still signify one paper to every six persons; showing very conclusively the people of Montreal are an intelligent people. Twenty-eight banks conclusively prove Montreal a city of large business transactions. The modern up-to-date street car system proves that the people of Montreal ride on the street cars very freely.

These facts evidence how good, evidence how profitable, advertising in the street cars can be made in Montreal. Don't you want a share in this market?

The Mulford & Petry Company

EXECUTIVE OFFICES:
PURITAN BLDG., DETROIT.



EASTERN OFFICES:
ST. PAUL BLDG., N. Y.

MONTRAL OFFICES: NEW YORK LIFE BLDG.

ARTEMAS WARD.

By John S. Grey.

Probably there is no better known or more admired man in the field of American advertising than the energetic and gifted manager of Sapolio—Artemas Ward. Few indeed have been more successful than he, and this in spite of the fact that Sapolio has had many competitors that were offered to the public at a lower price. While it is chiefly as the advertising manager of Sapolio that Mr. Ward is known to the world of publicity, his career has been so varied, and so successful in almost everything he has undertaken, that a sketch of his life is sure to be interesting.

He was born on Broadway in New York City, about the middle of the nineteenth century, both his parents being teachers by profession, and his father an Episcopal clergyman. The beneficent influences of music, literature and the languages surrounded his childhood. His robust health and tireless energy he inherited from the New England Puritanism of one of his parents. From the Scotch-Irish Presbyterianism of the other he derived his pluck, keen foresight and quick, spontaneous wit.

In his boyhood days he used to "summer in Massachusetts and winter in old New York." As a young man he spent a year in Europe, and then followed a sojourn of a dozen years in the Quaker City. This fact has frequently given rise to the opinion that he was a native Philadelphian. A few years' residence in the largest cities of the country and in the wildest swamps of the South were incidental to this period.

Mr. Ward's first real business venture was to buy a Gordon printing press and hire a boy to "kick" it. That was the germ of his future life of advertising. At times Mr. Ward "kicked" that press himself. Soon he had more presses and more type. Then he started a "daily price current" for the produce trade, then a trade paper; then came a desire to make his advertising columns profitable to his patrons, and the realization of this desire.

His business grew until he was editing, at one time, four different trade papers, and a country weekly with editions for three different places. But this, to him, was merely pastime, for simultaneously he was writing the advertising for Hecker's Buckwheat and preparing the first varied street car cards ever used, which appeared in Philadelphia. These were, of course, the old horse cars, and perhaps even Artemas Ward's ambition never dreamed of his ever controlling the advertising in over 14,000 trolley cars.

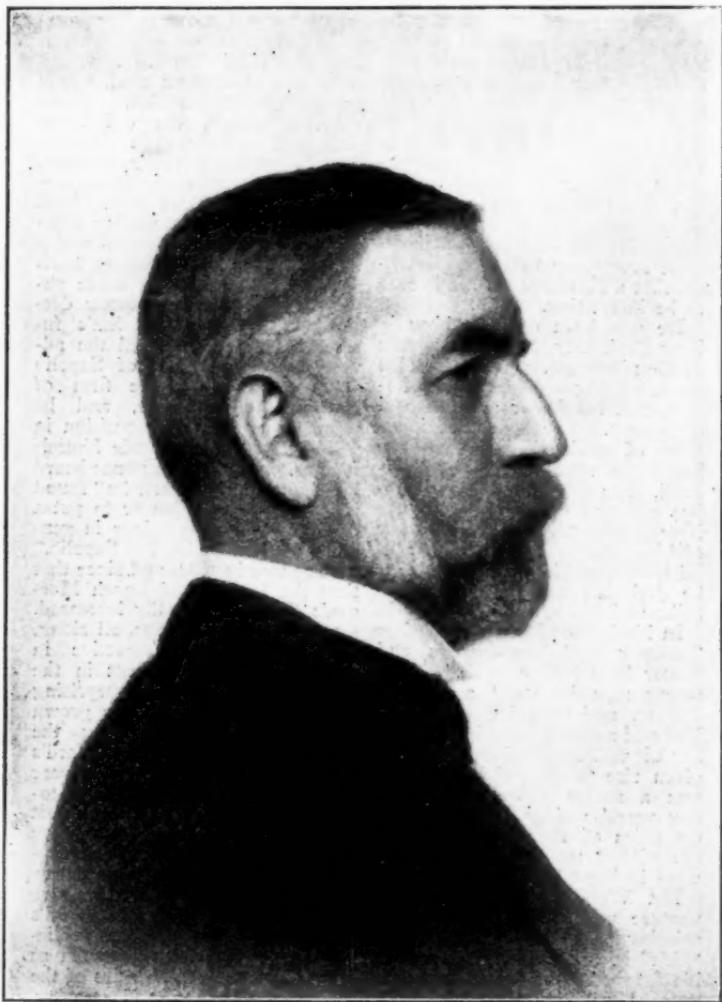
The first five-cent weekly illustrated paper then followed, and a trip to New York soliciting business for his numerous trade papers. This was the journey destined to determine his life's future, for he was offered the advertising management of Sapolio while calling upon the firm of Enoch Morgan's Sons, and he promptly accepted the position in which he has since made himself famous. As the writer once heard him humorously assert, he "found it impossible to shine or to put a complete polish on things in general until he took hold of Sapolio."

That was in 1884, and since that time the business of Enoch Morgan's Sons has steadily increased. Its advertising has been, all along, among the most attractive in America—and that means in the world—and the most surprising feature of it is that it has grown brighter and better during the seventeen years of Mr. Ward's management, each succeeding year showing cleverer and more up-to-date work. One might think that in the wear and tear of seventeen years Mr. Ward's ideas would show signs of weakness or decay, but year by year he develops new styles and methods. Mr. Ward's appropriation for Sapolio publicity is now ten times as much as it was in 1883 and the sales of the article are annually increasing. Its advertising campaigns have been very varied. Mr. Ward does not tie himself to any particular media. Any scheme that he thinks will prove a good advertisement for his house he enthusiastically pushes. But anything he undertakes he does thoroughly, so that,

if it should not succeed, he knows it was not on account of being ineffectively tried.

Here are a few of his methods outside of what is vaguely called

not been known before. Five salesmen and four wagons went with Mr. Ward to London in 1887. There they were used to acquaint the English people with the merits



ARTEMAS WARD.

"legitimate" advertising. Ten men and three wagons made a tour of the United States in 1885. They advertised Sapolio wherever they went and carried the fame of the article into regions where it had

of Sapolio, grocery stores in every direction being visited by these itinerant salesmen, using London as a base of supplies.

A foreign traveling representative of Sapolio was appointed in

1889 and he made his first trip around the world, the next year went to South America and crossed the Andes on mule-back to complete the trip. Captain Andrews' famous trip across the Atlantic in the dory "Sapolio" was an advertisement the daring novelty of which was spoken of all over the civilized world.

Chief among the many peculiarities of Sapolio advertising is its tendency to run on imaginative lines. With almost any other article this might have been considered ill-advised, yet however odd a Sapolio advertisement may sound, nobody ever thinks of taking exception to its extravagance of thought or expression. Even the "stars in their courses" have been used as vehicles to carry to the human mind the uses of Sapolio. Humor has been largely permitted, yet with discrimination, and the puns that have been occasionally used have rather accentuated than lessened the effect.

Mr. Ward has his own gangs of billposters and painters continually on the road. In Greater New York all his billposting is done by his own men, and everybody knows that he has never been sparing in paper or paint, or backward in securing good "stations" for his displays, if he thought they were worth the price.

The great advertisers of the country—and by great I mean those who are on a par with Sapolio—have regularly organized advertising departments, attended to by a numerous staff, and this is particularly the case where all the advertising is attended to in the home office. In the face of this fact it may be interesting to learn that for fifteen years Mr. Ward had but one assistant in his office, and more than half of this man's time was taken up with other matters outside of advertising. Mr. Ward frequently smiles at the fuss that some men will make about putting out a little advertising, and the number of people that are retained to do it. He has accomplished, and still accomplishes, work that, in quantity, variety and detail, would elsewhere require a whole advertising bureau.

Some years ago Mr. Ward be-

gan to issue a monthly advertising journal, *Fame*. For the first years of its existence he looked after every detail of the editing and publishing himself, until pressure upon his time by more important matters compelled him to seek assistance.

In partnership with Mr. Gow he controls the advertising franchises of the Manhattan Elevated Railroad, including the newsstands, cars and stations, also the cars of the Brooklyn Heights System, which practically means all the trolley cars in that great borough. The firm also has under contract the agency for about 12,000 additional cars in the cities of the West and South. Ward & Gow undertake to place advertising in 14,000 street cars by a single contract.

A personal acquaintance of more than a dozen years with Artemas Ward enables the writer to describe him as a man who quickly makes his individuality felt among men. He is affable, easily approached, but quick to discern chaff from wheat, and a very hard proposition for fakirs. Perhaps "impossible" would be a better word than hard. As he is constantly running his hands over the whole gamut of advertising he knows every "string" accurately, and can talk, at sight, on every branch of publicity with the ease and freedom of a man whose experience qualifies him to really "know it all." Modest withal, and always ready to listen patiently to suggestions, his decisions are sharp, and invariably backed up with logical common-sense reasons that are pleasantly put, and enable a caller to take even a "turn-down" with equanimity and depart with the friendliest feelings. He has an apparently inexhaustible fund of ready wit and anecdote, with which even his serious business conversations are frequently but happily punctuated. This is one of the most delightful of his personal traits, and may be said to amount almost to a personal magnetism.

The firm of Ward & Gow owns the Munn Wired Envelope Company, the Cook's Flaked Rice Company, and have large interests

in "Sparklets," Koted Silk and the Snap Hook and Eye, all of which have been liberally and attractively advertised throughout the country in recent times. These ventures, which Mr. Ward now considers young, are all likely to grow into solid advertisers when their nursery days are over.

One of Mr. Ward's most recent and most lifelike photographs illustrates this article.

COMMON sense—good ads.

THE LITTLE BOOKLETS.

Every time a package is sent out without a neat little circular or booklet there is an opportunity wasted. Packages are opened for an inspection of the contents—a leisurely inspection usually. With the bundles that are carried home this is especially true. The shopper reaches home very much fatigued. She sits down with the package on her lap and opens and examines while she rests. If there's an attractive booklet or circular in it, it will be read. Needn't cut the talk short. Say all you have to say, and take words enough to clinch the story.—*Shoe and Leather Facts*.

Packer's? Packer's!



"Imitation is the sincerest flattery
—but the qualities that have made
PACKER'S TAR SOAP
the standard for more than a
quarter century are inimitable
FOR THE HAIR AND SKIN

THE "DODGER'S" MERIT.

It is customary to talk of the circular or dodger with reprobation, and to assume that its advertising value, if it has any at all, is exceedingly slight. When one calls to mind the kind of dodger one usually sees, it does not appear at all strange that they should have succeeded in securing only so little respect. Printed tastelessly on poor paper, distributed by dirty boys, who thrust them ruthlessly into one's face, is it a wonder that they should be looked upon askance as an advertising medium? If they were well printed, on good paper, distributed carefully in dwelling houses, it is a question whether the invidious comments now made upon them would still have a justifiable basis.

The first fault to be found with the ordinary dodger is the quality of paper on which it is printed. This, as a rule, is so poor that it crumples already in the distributor's hands. The expenditure of an additional half dollar would obviate this entirely. The next thing to be looked after is the typographical effect. There is no reason, save custom, why a dodger should resemble a miniature poster, but that it usually does so will hardly be denied. If, instead, it contained a single displayed headline, and the rest run along in lower case without display, or at least very little, the general effect would be greatly improved. So far as distribution is concerned, putting the circular into the houses seems better than endeavoring to thrust it upon people in

the streets; at any rate the distributor should not lack a clean, respectable appearance, for he is to be regarded as a representative of the merchant.

It seems to me that a small circular, say three by six inches, printed in small type, is to be preferred to those generally used. It is more easily handled, and being—at present at least—an unusual size, is more likely to attract attention. It may also be put into an envelope, and thus even more attention be aroused.

Sending the circular through the mails gives it a certain dignity not obtainable by other methods of distribution. Whether the additional value thus obtained warrants the additional outlay, is a matter that each merchant must determine for himself. There is no doubt that a considerably larger percentage thus sent is read, and on the whole more likely to be discussed than when sent or given by hand. Perhaps a judicious alternation of both methods will be found best.

The trouble with most circulars of retailers of to-day is that they lack life and interest. They appear to be gotten out more because it is the fashion to do so than because of any desire to secure trade thereby. Putting into practice some of the foregoing suggestions will, I believe, demonstrate that the reputation of the dodger is not unwarranted by the results obtainable by its judicious use.—*Advertising World.*

Look before you leap—into advertising.

It is well to remember that in Washington first place is conceded to the *Evening Star*.

From time to time some difference of opinion develops as to the paper entitled to second place.

M. LEE STARKE, Representative,
Tribune Building, Boyce Building,
NEW YORK. CHICAGO.

ADVERTISING A LIQUOR STORE.

At the corner of Seneca and Washington streets, Buffalo, there is a liquor store owned by James Evenden, which is a striking monument to the power of advertising.

In the first place, the store is managed right. It has the right kind of a bar in the hands of the right kind of men. Separate from the bar there is a family store reached by a separate entrance and doing a business all its own.

While both stores are owned by Mr. Evenden they are kept separately, and those who desire to purchase goods in bulk can do so without coming into contact with the bar part of the store.

Mr. Evenden has made a remarkable success of this business. He has had an experience of more than twenty years in the business, and he considers that experience is something which he should use for the benefit of his customers and not as a means for making excessive profits out of them.

He exercises the utmost care in buying, and makes the truthful claim that nothing impure, improperly aged or suspicious in any way can get through his doors. By buying wisely and in large quantities he gets the finest goods at such prices that he can afford to sell them very reasonably.

Hence he is able to offer the highest possible quality combined with low prices, which is a combination hard to beat.

A great many liquor stores are in the hands of able men and carry choice stocks, but Mr. Evenden does not stop there, as other liquor dealers do. He goes ahead and tells the people all about it.

He gets out artistic little booklets on special subjects and distributes them. He advertises widely in the newspapers of his city. In nearly all of his ads he harps upon quality, quality, quality.

He points out the extreme un-wisdom of buying anything in the wine or liquor line which is not of the highest possible quality, and then states in direct, forcible language, which it is impossible to disbelieve, that "everything that

comes through his hands is pure and honest, and that he backs it up with his personal guarantee."

His advertisements are specialized very cleverly. One ad will point out the high value of gin as a medicine for women and describe the virtues of a gin which he bottles himself. In the summer time many of his ads will call attention to the high medicinal value of blackberry brandy.

He takes advantage of the season, the weather and everything that can possibly aid him from an advertising point of view.

He tells people what different liquors are good for and how they should be used. He tells them that for dinners, parties, etc., he and his staff are ready to advise as to the wines and liquors to be served, how to make punches, etc.

He keeps this sort of thing up year in and year out.

In the ads relating to his family store he constantly points out the fact that it is entirely separate from the bar, and urges ladies to go shopping there for their wines and liquors, just as they go shopping at other stores.

He has made his store the best advertised retail liquor store in America, and has profited very largely by doing so. As a result, he is doing to-day a business so large that there are few even in the great city of New York—outside of the great hotels, of course—who are taking in as many dollars a day as Mr. Evenden is.

Of course, every liquor dealer could not do this. Not every store is so well located or is in the hands of so experienced and able a man, but at the same time in every city in the country there is an opportunity for one or more men to do precisely what Mr. Evenden has done, and it is exceedingly strange that so few have made even the slightest attempt in that direction.—*Current Advertising, New York City.*

IN ADVERTISING.

People are much like sheep; they can be led, and if you were to take down the top rail, you disclose to their view some "green fields and pastures new;" they are going to climb the fence, and take advantage of their "opportunities." —*Knoxville (Tenn.) Tribune.*

EXPERIENCED ADVERTISERS



SEE the Street Cars. They know that advertisements in them are seen and read by thousands of people daily; that advertisements in them appeal to the whole community. Money spent for Street Car Advertising is money well spent —you pay for what you get and get what you pay for.

Above all, you get results. Direct returns may be a little slow in coming at first, but they'll come just the same. We are the oldest, largest and most reliable concern in the business, and control the street car advertising privileges in many of the best cities in the country. If you are interested in the successful promotion of any specialty and would like to know something about street car advertising write us, we'll tell you all about it.

**GEO. KISSAM & CO.,
253 Broadway, N. Y.**



THAT FIRM GRASP

Which the American Newspaper Directory has upon the minds of the greatest American advertisers is the proof of its absolute value.

The American Newspaper Directory's staunchest friends and faithful users are that galaxy of concerns which have achieved the most brilliant records in business life. They steadfastly adhere to the common sense principle, that every advertiser has a right to know all about character and circulation of a medium he intends to use.

This was the endeavor and purpose of the Directory for a third of a century. Its policy remains; its usefulness is daily growing.

The next issue of the American Newspaper Directory—second quarter for 1901, second installment of a new century, thirty-third year of its own consecutive publication—will be ready June 1st.

The June edition will contain new features and all the population figures according to the United States census of 1900. All the class papers will be revised and every known publication included in its tabulations.

The circulation ratings of all newspapers and trade publications of the United States and Territories and the Dominion of Canada—a grand total of 21,844 publications—will be totally revised to date, including a supplementary list of every publication established since these figures were compiled six months ago. Price \$5. Orders are booked now.

The American Newspaper Directory is accepted as standard authority on newspaper circulation in this office.—*Pabst Brewing Co., Milwaukee, Wis.*

Our advertising department has always found the American Newspaper Directory very useful and reliable.—*C. I. Hood & Co., Lowell, Mass.*

We find it the most complete and reliable of all newspaper directories, and would not exchange it for all other directories published.—*Edwin Scott, Advertising Manager, The Sierra Pharmaceutical Co., St. Louis, Mo.*

GEO. P. ROWELL & CO., Publishers,
10 Spruce Street, New York.

NOTES.

In the May Current Literature (N. Y.) is a department called "The Crafts: In Printshop and Bindery."

"TRADE Relations with South America," by John Bates Clark, appears in the *Criterion* (New York) for May.

An Advertising Men's Association has been formed in San Francisco. What its object is, is not particularly clear. Wm. B. Blakewell, of the *Bulletin*, is secretary.

In its issue of May 1 the *Bookseller, Newsdealer and Stationer* (New York) contains the names of \$60 of its readers who had up to that date become members of the American Booksellers' Association.

"PORTO RICO as the Island Is Today," by Chas. H. Allen, governor of Porto Rico, giving particular attention to natural and developed industries, appears in the April 20 issue of *Collier's Weekly* (New York).

Newspaper and Poster Advertising (London, Eng.) prints occasionally a department called "Advertising Nations," giving details as to new patents granted in England relating to advertising novelties in articles and media.

"THE Woman Who Trusted," by Will N. Harben, and "Montanye; or the Slaves of Old New York," are two new books from the Henry Altemus Company Press, Philadelphia. Mr. Harben's novel first appeared in the *Saturday Evening Post*.

MR. ANOLPH S. OCUS, the principal owner and publisher of the *New York Times*, has acquired by purchase the *Philadelphia Times*. The announcement of this fact was made in Philadelphia May 8, when the formal transfer of the property was made.

JOHN ADAMS THAYER tells PRINTERS' INK that in one week recently twenty-two full page advertisements were ordered for the *Delineator* from various advertisers. The price of a full page advertisement in the *Delineator* is \$1,000 per issue; a page measures 400 square inches.

THE International Correspondence Schools of Scranton, Pa., have opened a number of demonstration offices in New York. In these depots, distributed through the business sections of the city, are shown the facilities of the school for teaching their different branches by mail.

"HAVE you seen this boy?" with a picture of the missing McCormick boy of Highbridge, New York City, is the heading of a notice posted about Greater New York by the *World* asking for information as to the whereabouts of Willie McCormick. Incidentally the card announces that latest information about this mystery will be found in the *Evening World*.

"CANADA'S Greatest French Newspaper," in *Business*, of Toronto, for April, is the story of the rise and growth of the largest circulating daily in Canada—*La Presse*, of Montreal, the recognized

organ of French-Canadians. The article fills two pages and gives an interesting description of the new quarters occupied by the paper, and tells of the progressive methods which have made the paper what it is.

"FERNWOOD Hall and Cottages, an Ideal Summer Home in the Adirondacks," published by Frederick M. Heath, owner, Potsdam, N. Y., is a plain but attractive booklet describing in well written language the attractions of Fernwood Hall as a summer retreat. It mentions pure mountain air, lake and parks, fishing and boating, and also states terms per day or week and directions how to reach the place.

A SYMPOSIUM of exceptional interest and timeliness appears in the May *North American Review* (N. Y.). It is called "Industrial and Railroad Combinations." Russell Sage writes on "A Grave Danger to the Community," Jas. J. Hill on "Their Advantage to the Public," C. M. Schwab on "Their Effects on the Steel and Iron Industry," Chas. R. Flint on "What They Have Accomplished for Capital and Labor," F. R. Thurber on "Influence of the Trusts on Prices," and James Logan, of the United States Envelope Company, on "The Outcome of Unintelligent Competition." The general view is optimistic.

"Why and How You Should Advertise in Danville" is the burden of an attractive folder published by the Register Publishing Company, of Danville, Va., which owns and publishes the *Register, Daily Bee* and semi-weekly *Register-Farrago* of that place. The folder contains pertinent information for advertisers, such as location, population of Danville, its principal industries, etc. A short description of the three publications is given, with publishers' assertions as to influence and circulation of their papers, what field they cover, etc. The front page of the folder is adorned with an earringed cannibal and the inscription, "We are after you."

"THE Ullman Book," from the Ullman Clothing House, Lafayette, Ind., is a well appointed and convincingly written booklet, 3½x6 inches, published in the interests of careful dressers. It is well illustrated with halftones showing actual ready made garments, stating qualities, styles and prices. A practical argument tells how the Ullman goods are made and why they favorably compare with the best tailor made article. It also contains paragraphs on gentlemen's furnishing goods. It mentions the fact that the union label is on all the working clothes sold, which, it is asserted, means best workmanship in the world. The cover is in two colors.

THE American Brewing Company, of St. Louis, Mo., comes out with a handsome booklet. The introduction asserts that it is a proper and popular thing nowadays to serve little luncheons in the true German style, after the play, at the close of a home entertainment, or whenever desired. Then follow eight menus, how to prepare and serve them. "The menus given were selected from the recipes of chefs who are experts in Teutonic cookery." The last page of

the booklet is devoted to a short argument showing that the crowning success of these dainty suppers will be in serving the St. Louis A B C Bohemian—the king of all beers. The appearance and finish of the booklet are perfect.

REID, YEOMANS & CUBIT, the druggists of 140 Nassau street, celebrated their first year's anniversary in business with a souvenir reception at their store May 7. Potted plants and flowers lent a pretty air to the place; violets especially were all about, swinging in riotous abandon. Well-gowned young women distributed smiles and samples of patent medicine, chewing gum, tooth powder, coffee, cologne and a host of other things. Crowds thronged the store all day, three policemen being necessary to keep them in order. A young woman at the door worked industriously with an atomizer spraying everybody with cologne. Altogether it was a day of high carnival at the place and all seemed to enjoy themselves.

"**OTHER People's Opinions**," issued by the Bulletin Company, of 612 Chestnut street, Philadelphia, is one of the handsomest and most effective brochures to advertise a newspaper that has come to hand. The opening paragraph says pertinently: "We take pleasure in sending you this little book of letters from local advertisers as to the merits of the Bulletin. We have included none but retail houses because of the fact that advertisers who cannot sell to the trade cannot, as a rule, trace results to any particular paper." Then follow well arranged, twenty-six endorsements from local advertisers, embracing every line of retail trade. The body of the letters is in type, the signatures fac-simile. The brochure is 6x8 inches, hand-finished, rough edged paper, dark, overlap cover, with the title in white.

MR. MARK BENNETT, superintendent press department of the Pan-American Exposition at Buffalo, sends out a handsome catalogue, illustrated in half-tones and color pictures. It gives the reader a large amount of pleasant impressions and valuable information. How the Pan-American idea originated is described, also the early struggles to get the Buffalo exposition under way; the incorporation of the Pan-American Exposition Company in 1897, the official support of State and county, how its progress was set back for some time on account of the late war with Spain. A well written chapter tells how and why this exposition is entirely different in scope, arrangement and style of buildings and exhibits from any other world's fair ever held in this country or Europe. The principal buildings are in color plates. A double page picture in several colors shows the inevitable "Midway."

EDWARD BELL MOWER, for many years prominently known as the advertising manager and director of the American Cereal Company, died April 30 at the family residence, 5417 Jefferson avenue, Chicago. It was due the genius of Mr. Mower in his chosen field of work that Quaker Oats were made famous the world over. Through ener-

getic and personal effort he built up a reputation for the product all through the United States, England, Continental Europe, South Africa and Australia. He visited these countries often, and at the time of his death had a wide circle of acquaintances abroad as well as in his home country. Mr. Mower was born in East Troy, Wis., in 1855, and for the last twelve years had been connected in a managerial capacity with the American Cereal Company. He leaves a wife and three children. The interment will be at Cedar Rapids, Iowa.—*Chicago (Ill.) Herald*.

FARMERS.

A cheap and fairly effective way to reach farmers in the rural districts is to hand advertising matter to them at circuses, street fairs, county fairs or celebrations of any nature where a large crowd assembles.—*Will A. Molton, Up-to-Date Distributor.*

Dentacura

TRADE MARK

Over 3000 Dentists

Have written to us that
they consider

Dentacura

Absolutely the best preparation for
the care of the mouth,
teeth and gums

We have their letters right here on file in
the office, where they can be seen. They
are from leading men in a profession which
severely gives an opinion upon a proprietary article.

They prescribe Dentacura for their own
patients. They use it themselves.

They say that it contains all the necessary
ingredients for cleansing the teeth,
purifying the breath, preventing con-
tagious, arresting decay, and preventing
mouth troubles.

It will care for the mouth and teeth, and
keep both well.

Dentacura twice a day will preserve
good teeth for a lifetime.

A 35-Cent Tooth Brush FREE

Your druggist can and probably does sell
Dentacura. If he doesn't, keep it, and
will not get it, send us his name and 25c,
for a full-size tube of Dentacura, and
we will send you free, in return for your
trouble, giving us his name, a Dentacura
Tooth Brush, which retails ordinarily at
25 cents.

FREE—Small sample tube of Dentacura
and a valuable booklet about the care of
the teeth sent free to any address.

The Dentacura Company

9 Alling Street, Newark, N. J.



DAINTY.

ETHICS IN ADVERTISING.

Thus the New York *Witness* to its readers:

The object of all advertising is to attract the attention of the readers to something that the advertiser wishes to sell, or to obtain; or to some project which he wishes to advance.

In ninety-nine cases out of a hundred, at least, the advertiser hopes to gain some personal benefit. It is to be expected, therefore, that he will try to excite the interest of the readers, and, if possible, to make them believe that their interests will be advanced by responding to his wishes. And any one who has studied human nature will see at once that in the effort to do this most advertisers may be expected to give an exaggerated or one-sided statement.

Such exaggeration is not necessarily an evidence of dishonesty. Every man is by nature inclined to see facts in the light which is most favorable to his own interests or most in harmony with his feelings. This is especially true of sanguine men, and it is the sanguine man who is most likely to spend money in advertising. In view of this tendency which is universal, it is important that all persons should learn to weigh and sift and judge for themselves.

Some persons are too credulous by nature; others are too sceptical. And the most curious thing about human nature in this regard is that the most sceptical man is often the most easily duped by any one who understands just how to handle him. Many advertisements are carefully worded to capture this particular class of readers, who like to be treated as if they were smarter than other folks.

The question which advertisements should be accepted and which refused is one of the most difficult that can come before a newspaper publisher who has any sense of responsibility in the matter. And the difficulty is greatly heightened by the fact that, while the most desirable class of advertising may not be obtainable to any considerable extent, the less

desirable an ad is the more easily it can be obtained, as a rule.

As things are now, no independent paper could attain to a large circulation without considerable advertising patronage; because a much larger subscription price would have to be charged to make good the lack of income from advertisers, and very few persons would pay the price.

The paper must have a certain advertising income to thrive at all, and if it does not thrive it cannot do any good. The readers do not need to reply to the advertisements unless they consider it to their interest to do so, and if they are looking out for such help they will get it in one quarter if not in another.

What then? No conscientious publisher will accept an advertisement which he believes to be bogus or immoral, but readers should not imagine that the statements made by advertisers are in any way indorsed by the publishers of the paper.

TELL THE TRUTH AND SHAME—THE OTHER FELLOW.

COVERING A RICH COUNTY.

Monmouth County, New Jersey, lies on the Atlantic Coast, half way between New York and Philadelphia. It has four big weeklies with big circulations, as follows:

The Asbury Park Press	... 2,800
Freehold Transcript 3,480
Long Branch Record 2,613
Red Bank Register 2,825

These four papers, known as Monmouth's Big 4, have an aggregate circulation of 11,718, and go into 82 per cent of all the homes of Monmouth County.

These four papers give better advertising service than can be secured by any other combination of papers in Monmouth County.

Advertisers can make their contracts for the Big 4 with any one of the papers, or through any reliable advertising agent.

Eighty cents an inch gets your advertisement in all four papers.

LABELS AND PRINTS.

Labels and prints embrace those classes of advertising pictures and prints which are neither trademarks proper (and therefore not protected by the laws relating to trade-marks) nor proper subject matter for copyright by registration in the office of the Librarian of Congress, since registration with the librarian can only be had when the picture relates solely to the fine arts and not to the industrial arts.

It is now well settled that the law by which registry in the patent office is authorized is part of the copyright law, and that the same protection is given by such registration as is given matter registered by the librarian of Congress. The advantage of registering prints and labels in the patent office is the same as with copyright, in that it gives the owners thereof the exclusive right to the use of the prints and labels, and enables them to recover damages for infringement and to obtain injunctions against continued infringement.

The conditions of securing this registration do not appear to be well known amongst manufacturers, as very few of the prints and labels in common use are registered, and if registered are not marked in the manner required by the law.

As both prints and labels are registered under the copyright law, they must, like matter given copyright registry by the librarian of Congress, be registered before publication and use in order that the registration shall be valid. Publication before registration is fatal to the validity of the registration and vitiates the protection sought by the registrant.

Both must be marked "Copy-right by (name of registrant and date of registration.)" The failure of a registrant to observe this provision of the law will prevent him recovering in an action for the infringement of his label or print. It seems to be the custom to mark labels and prints merely "Registered," or "Registered in the U. S. Patent Office," or with a simi-

lar notice. Such notice is not sufficient. It must be given in the manner prescribed by the statute.

The mistake of publishing labels and prints before registration is made probably because they are confused with trade-marks. Trade-marks must have been publicly used before they can be registered, while labels and prints must be registered before publicly used.

The government fee for registering either a print or a label is \$6. The protection runs twenty-eight years, with privilege of extension for fourteen years.—*Davis & Davis, Washington, D. C., in Advertising Experience.*

An advertisement should be plainer than the plainest old maid.

Exclusive gives for Bill-Festing in all parts of the United Kingdom.

An interesting publication from England is "The Billposters' Directory for 1901." It gives a list of the billposters in the kingdom who are members of the United 'Billposters' Association, classified under their respective towns and villages. In respect to these towns, etc., population, industries, public halls and newspapers are also listed. A page is reproduced in miniature above.

The Last!

Special Edition of PRINTERS' INK this spring will go to press May 15th and be sent to general advertisers all over the country as follows:

The sample copies of PRINTERS' INK for this edition will be addressed to a list of names secured and made up by the Geo. P. Rowell Advertising Agency. Every name on the list can, perhaps, be called an active and continuous advertiser. The names represent every kind of advertiser, for each name was secured by clipping the advertisement of the concern from the papers received at the office of the agency.

Newspapers and magazines—as well as the class and trade papers—will do well to take advantage of the advertising opportunity this edition will give them of telling their merits and making their arguments for more advertising to a great number of advertisers who will be interested in the sort of a proposition they have to offer.

Advertising rates.—Page, \$100; half, \$50; quarter, \$25; per line, 50 cents—or if classified, without display, 25 cents.

Address order and copy to

PRINTERS' INK,
10 Spruce Street, New York.

IN PHILADELPHIA.

PHILADELPHIA, Pa., May 6, 1901.

Editor of PRINTERS' INK:

In the bulk window of Bacharach's clothing store, Ninth and Market streets, there is daily seen, standing between two wax figures, a neatly attired young man, whose make-up and motionless pose make him appear as correctly lifeless as the figures by his side. For over half an hour at a time, with only a five minute interval for rest, he stands there all the afternoon, without the slightest movement to betray that he is a human being. The passersby try to rattle him and cause some motion of the body or eyes, but he is simply invulnerable against their attempts. The young man is Charles A. Goheen, of Reading, Pa., who has made such posing a business for over nine years. Although he "works" only a small part of the day, the strain upon him is very great, and at the end of his posing he is as tired as if he had run a long race.

Among the most fascinating eye-attractors in electrical displays is to be seen in the window of the recently opened cigar store of M. H. Lichten, No. 719 Chestnut street. The figure is that of a stain-gowned clown, prostrated on his back, nimbly juggling with his feet a barrel littered with numerous diminutive electric lights of all the colors of the rainbow. These little lamps continually flash out with great lustre and then become extinguished. The eyes of the clown, by an electrical arrangement, keep up an incessant winking at the onlookers, and the actions of the legs and body are so human-like as to deceive many. This store is one of the "swellst" in the way of luxurious fixtures and decorations.

J. E. Caldwell & Company are displaying in their east window at No. 902 Chestnut street, the productions in Grueby pottery ware which will be exhibited at the Pan-American Exposition at Buffalo. Each piece is entirely individual. The modelling is done in low relief, the shapes being of no particular school. The color is an odd deep green, and the finish of a marvelous dull softness that gives the work its crown of beauty. It is said that there is nothing just like this finish in any of the known examples of pottery, ancient or modern.

Very truly yours,
JOHN H. SINBERG.

FOOL BILLS.

There is a bill before the Massachusetts legislature which prescribes a penalty for an advertiser whose printed statements fall short of the truth in any way. There was such a bill before the Illinois legislature a short time ago. The argument that people are not obliged to buy goods advertised without seeing them and judging of their value was deemed sufficient to kill it.—*Buffalo (N.Y.) Express.*

WORTHY OF EPICETUS!

The difference between advertising right and not advertising right is the difference between doing the largest business yourself, or letting some one else do it.—*Knoxville (Tenn.) Tribune.*

INGENUITY IN ALABAMA.

BIRMINGHAM, Ala., April 13, 1901.

Editor of PRINTERS' INK:

I inclose a suggestion to advertise want column ads. I am "chalking up"

Don't Walk Your Legs Off
Looking for a situation

a room
a house
a servant
A 5¢ WANT AD in the LEDGER
Will do the Work

a series of these under our news bulletin in a busy district.

Very truly yours,
J. H. SIMPSON,
Adv. Mgr. *Daily Ledger.*

LAMP HEADS.

The three Broad-way stores of Hackett, Carhart & Co. are numbered 265, 420 and 841. Outside of each of these stores is an ordinary street lamp with the number of the store painted on the side after the fashion of street names. It occurred to the manager of the advertising department—Mr. Colfax—that it would be an excellent idea to introduce these three lamps—representing the heads of three individuals—in various poses in the daily newspaper advertisements. Hence a new three-and-a-half-inch double-column ad appears every day, illustrated by a cut that introduces three men whose heads are formed of the tops of the lamps, in different positions and with a punning or witty heading that is always amusing. For instance, there is one advertisement where the three men look like volunteers at drill, each armed with a rifle and advancing upon an imaginary enemy. The advertisement starts off with—"We are gunning—for the man who pays too much for his business suits," etc. Ordinary bodies are drawn by the artist, but the heads are the tops of the three lamps bearing the store addresses.—*National Advertiser.*

STARTLING, BUT TRUE.

Startling as the statement may seem, although the editor of a publication prints advertisements to increase the income of his paper, and not primarily to make it more interesting to its readers, in point of fact advertisements do interest a great many people, and a daily paper or magazine that should discontinue printing them would soon experience a serious decline in its circulation as well as its bank account.—*Tribune.*

The Printer's Devil

Is the apprentice who elongs ink in a newspaper office. If you would have your trees saved from destruction by pests turn ink ingredient yourself and apply Brock's Tree Ink to your tree trunks. It prevents village-destroying pests. Our catalog is free.

BRECK'S, 51 North Market St., Boston.

A BOSTON EFFORT.

CONDUCTING A GROCERY STORE AS THE SAVIOUR WOULD.

"I believe that the average man is to be trusted—that he will not betray a confidence placed in him—and that is why I allow my customers to wait on themselves. I have tried it for years and find that everybody I have trusted has proved worthy of the trust, with but a few exceptions."

This sentiment was expressed by A. F. Norton, a grocery keeper of Marion, Ind., to a writer in the *Chicago American*, in reply to the query, "Do you not meet with a great many losses by conducting your business as you do?"

There is in the whole United States, perhaps, not just such another merchant as Mr. Norton. He believes that every one should be considered honest until he or she proves to be different, and for the past thirty years he has conducted his business along the lines of this belief. It has not been until within the past year, however, that Mr. Norton has made this belief the motto of his store. When he came to Marion a year ago he announced that his grocery and meat market would be conducted on the lines laid down by the Rev. Charles M. Sheldon in his famous book, "In His Steps." In the year he has been there he has built up a trade that in the ordinary course of events would have taken many years to establish. He attributes his success solely to the fact that he has lived up to his belief in the honesty of humankind.

Mr. Norton's store is located near the business center of the city of Marion, the leading city of the Indiana gas belt. He employs a force of twenty-five clerks, who are kept busy waiting on his customers. A person visiting the store for the first time would see nothing out of the ordinary, except that the place is extremely clean and well kept. If the visitor should make a purchase, however, he would see that the store is conducted on lines radically different from those followed by other similar establishments. The customer would be told to help himself, and there would be no clerk near to keep a watchful eye on him. The customer would go to the shelves and get the goods he wished, and would go to the desk and pay for them just as if he owned the store. If the clerks are not all at work—a condition that seldom prevails at the Norton store—the customer would be waited on and the goods sold him at a price that many merchants would be glad to get from the wholesalers.—*Ad-Review*.

POINTS ABOUT TYPE.

All type is made on the point system. This is an arbitrary system of measurement, and there are 72 points in an inch; therefore, a six-point type means that there are twelve lines of type of that size in an inch. In addition to this system of measurement the smaller sizes of type, such as are commonly used for reading matter, are named. Agate measures 14 lines to the inch; nonpareil, six-point; or twelve lines to the inch; brevier is eight-point; long primer is ten-point; pica, twelve-point, or one-sixth of an inch.—*Pacific Coast Advertising*.

NO NOISE FOR ADVERTISING.

Mayor Harrison sent to the council an ordinance providing that "no person shall make, or cause, permit, or allow to be made, any noise of any kind by means of any whistle, rattle, bell, clapper, hammer or similar mechanical device, at any time, for the purpose of advertising any goods, wares or merchandise, or of attracting the attention or inviting the patronage of any person to any business whatsoever in the city of Chicago."

Accompanying the ordinance was a communication in which he said that for some time mechanical devices used to attract the attention of passersby had been steadily on the increase. The favorite device, he said, is a rattle operated by electricity, which keeps up an incessant pounding on a window. Persons with nerves have been complaining to the mayor that these devices were instruments of torture, and he pronounced them unquestionably unfit for a city of Chicago's magnitude and importance. He said they were catch-penny devices, which should not be tolerated. The ordinance was passed without discussion or division.—*Chicago (Ill.) Inter-Ocean*.

TEXAS ADVERTISING.

A lawyer in this city received a letter from a man in Texas which bore a novelty in the way of a letter head and one which is sure to attract attention wherever it may go. To the left of the center in black type, printed three times one under the other, was the man's name, Ross. To the right of this was the following: Hotel annex, sample rooms, restaurant, fish hatchery, gas plant, chicken farm, saloon lunch room, billiard hall, etc. Under this was "Me an' the Old Woman sole proprietors." In the upper left hand corner was a picture of a man with the inscription under it, "This is 'Me.'" In the upper right hand corner was a picture of a woman. Under this was, "This is the 'old woman.'" The letter stated that in addition to the above Ross was the business manager of the Mariposa Tobacco and Cigar Company, and other factories of Nueva Laredo, Mexico, and Laredo, Texas. The letter came from the latter place, where Ross and the old woman conduct their multitude of enterprises.—*Bloomington (Ill.) Pantagraph*.

DYING OUT.

The fixed space idea in retail advertising is fast dying out. The modern way—the better way—is to make space contracts for so many lines or inches to be used during the year. Not a contract to use a certain four, or six, or eight-inch space every day.—*Good Advertising*.

THE American Newspaper Directory is the only publication that ever attempts to give accurate information as to the circulation of the newspapers of America. For over thirty years it has been the standard publication of its kind, and no advertiser can handle his business properly without the information it contains.—*Chas. Austin Bates*.

ADVERTISER AND AGENT.

The province of the advertising agent is to so construct his principal's advertisements, select such mediums as are adapted to it, and pay such prices for it that the greatest number of replies will be secured for the amount expended. There his obligation or duty ends and the advertiser's begins. It is the advertiser's duty to send out such literature, samples, inducements, that sales will be made, and the goods must be meritorious enough to retain the customer's good will if success is to be gained. The advertiser that expects an agent to run his business for him will have a sad awakening.—*Suggestions.*

QUESTION COLUMN.

Instituted for the purpose of disseminating information among the readers of PRINTERS' INK.

One man is anxious to buy certain things, but does not know where. His query is printed in this column.

Manufacturers and others who can supply the desired articles should address PRINTERS' INK, 10 Spruce street, New York, promptly, so that buyer and seller may be brought into communication.

No charge to either party for the service rendered.

Always use inquiry number when answering.

- 1.—WHERE can we get plate matter that is in stereotype form for publication? Under what conditions can it be obtained?
- 2.—WHERE can I get "stache money"? It has the form and color of a United States greenback—one side in imitation of a bill, the other side an advertisement.
- 3.—ADDRESS of two or more of the best and largest manufacturers of baseball gloves and mittens!
- 4.—CAN you give me the names of some people who have excellent mail order articles not yet exploited?
- 5.—Is there an aluminum manufacturing concern making articles specially adapted for mail order advertising?
- 6.—WHERE can I secure a list of dealers in penny notations?
- 7.—CAN you give the addresses of those who supply materials for the manufacture of rubber stamps?

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE RECORD, Greenville, Ky. A vigorous 2-year-old; low rates; splendid service.

WANTED—To buy weekly paper. Whole or part interest. "X. Y. Z." Printers' Ink.

WANTED—A name for a brand of canned corn, \$20 for one accepted. Address "C. C." care N. W. Ayer & Son, Philadelphia.

WILL invest \$2,000 with services in reliable newspaper, magazine, or publishing house. A. P. COX, 99 Joralemon St., Brooklyn, N. Y.

MORE than 200,000 copies of the morning edition of the World are sold in Greater New York every day. Beats any two other papers.

ADS for the DEMOCRAT, Greenup, Ky. Average circulation 6 mos., 1,908 copies weekly.

PUBLICATIONS that want illustrations or complete pages to write LAURENCE ELKUS, 150 Nassau St., New York, telling the subjects and sizes wanted.

WHAT live daily wants a first class, experienced advertising manager with the ideas that will bring business to the limit of the field! "X." Printers' Ink.

TRAVELING man wanted to solicit for a syndicate advertising agency as side line. Good commission. BELLMAN & FEELY, 511, 40 Dearborn St., Chicago, Ill.

WANTED—selected advertising for WALKER CO. BAPTIST, 3 columns, 8 pages. Organ bug Baptist association. Send for sample copy and rates. S. KENNEDY, Oakman, Ala.

PUBLISHERS' COMMERCIAL UNION: a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

A MANAGER, thoroughly acquainted with every department of the newspaper, because of change in ownership is open for engagement. "EXPERIENCED." Printers' Ink.

WE want an experienced subscription agent in every city who knows how to handle canvassers. State experience and send references. CHILIAN REVIEW, Subscription Department, Kalamazoo, Mich.

ADVERTISEMENT writer and newspaper man, A. who has served from the bottom up and who understands the dry goods business, wants to do the advertising for a pushing department store. "RESULTS," Printers' Ink.

OVER 500 newspaper men are registered with Fernald's Newspaper Men's Exchange. Over 85 per cent are already in positions, but seeking advancement. Our aim is the right man in the right place. 15 Cedar St., Springfield, Mass.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

15,000 ORIGINAL ads and cuts; fifty new ones every week; largest line in the world; all businesses. Prices greatly reduced. If you write ads we can save you work and worry. Write (on your business stationery) for particulars and proofs. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

NEW YORK newspaper reporter of nearly fifteen years' experience in a city daily wants position as reporter on an evening paper in any city in New York, New Jersey, Connecticut or Pennsylvania. Makes a specialty of labor news. Member of New York Press Club.

Address "A. S. B." care Printers' Ink.

MAILING MACHINES.

GET the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BURR MANUFACTURING CO., 614 Park Row Bldg., N. Y.

♦♦♦

IMPOSING STONES.

IMPOSING Stones, best quality Pennsylvania slate imposing stones. Any size stone made to order. Write for prices. JOHN H. P. KEAT, Pen Argyl, Pa.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

♦♦♦**ADDRESSING MACHINES.**

THERE are many so-called addressing machines on the market, but remember that WALLACE & CO. have been the leading machine used among the large publishers throughout the country, such as Printers' Ink, Cosmopolitan Magazine Co., Butterick Pub. Co., Comfort, of Augusta, Me., and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

SITUATIONS WANTED.

PROOFREADER, Greek, Latin, French, English. References. BOX 201, Albion, Ill.

ENGRAVING.

WE will give you better work at a lower price. Try us and see. **MANHATTAN PHOTO-ENGRAVING CO.**, 7 New Chambers St., N. Y.

CARBON PAPER.

SPECIAL carbon for printers, \$6.50 and \$10 per ream. Write **WHITEFIELD CARBON PAPER WORKS**, Red Bank, N. J. Samples for stamp.

ADVERTISING DESIGNS.

ORIGINAL IDEAS. The best equipped art department. **GILL ENGRAVING CO.**, 140 Fifth Ave., New York.

ENGRAVING OUTFITS.

F. WESEL MANUFACTURING CO., 22 Fulton Street, New York, make everything for photo-engraving, electro-typing and stereotyping. Newspaper equipments specially. Cameras, screens, lenses.

BILLPOSTING AND DISTRIBUTING.

BILLPOSTING, distributing and advertising building signs. Contracts made for all the conspicuous points of travel in and about Boston and New England states. **JOHN DONNELLY & SONS**, 7 Knapp St., Boston.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. **CONNOR, FENDLER & CO.**, N. Y. City.

WINDOW DISPLAY

WE can give you the kind of Window Display Cards that are business bringers. **L. NATIONAL CRACKOW & CO.**, 338 Broadway, New York City. "Our business is creating business for others."

ADVERTISING AGENTS.

ADVERTISERS sighing for new worlds to conquer will be directed to the fields of easy victory by establishing means of communication with me. **EUGENE HOUGH**, Newton, Mass.

DONT advertise for salesmen or agents until you get our list of leading "want" ad papers. See free. **HUNGERFORD & DARRELL ADV. AGENCY**, Washington, D. C.

TO LET.

TO LET: White Mountains—Gentleman's residence to let to an approved tenant for the season of 1901; most attractive situation, within reach of the Waumbon Golf Links; fully furnished; three bedrooms; kitchen, etc., well supplied; six fireplaces; three sitting rooms; 11 bedrooms; vine-clad piazzas; stabling for six horses; excellent garden. For further particulars address owner, GEO. P. ROWELL, Irvington-on-Hudson, N. Y., or No. 10 Spruce St., N. Y. City.

SIGNS, SHOW CARDS.

ONE TRIAL ORDER will convince you that we are the show card house of original ideas and catchy phrases that you have been looking for. **L. NATIONAL CRACKOW & CO.**, 338 Broadway, N. Y. City. "Our business is creating business for others."

ELECTROTYPE.

ELECTROTYPEs of illustrations for sale by **L. LAURENCE ELKUS**, 150 Nassau St., N. Y.

COLOR PLATE MAKER.

FRED'K KIRSTEN, 170 Fulton St., N. Y., expert in making color plates for printing in booklets, catalogues, labels or news-sheets.

ELECTROTYPE AND STEREOGRAPH.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable." **St. Louis Electrotype Foundry**, No. 211, North Third St., St. Louis, Mo.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASS'N**, 595 Broadway, N. Y.

REWARD.

A LIBERAL reward to any publisher who will supply a public platform in which to advertise **Blair Ink Mixing Fountain**. Payment will be 5 per cent per annum on the outlay. Address **BLAIR PEN CO.**, 163 Broadway, New York.

ILLUSTRATORS AND ILLUSTRATIONS.

II. SENIOR CO., Wood Engravers, 10 Spruce St., N. Y. Service good and prompt. All subjects except advertising, all sizes, 10 cents an inch. Proofs mailed from a big stock. **L. ELKUS**, 150 Nassau Street, New York.

ADDRESSES.

BOYD'S CITY DESPATCH, Addressing, Mailing and Delivery Agency, 16 Beekman St., New York. Established over half a century. Special lists for classification of firms, laborers, all concern supply houses, residents, professions, individuals in any part of world. Write for catalogue.

WEEKLY PAPERS FOR SALE.

A NEW YORK CITY Class Paper making about \$2,500 for owner and capable of being greatly developed, can be had for \$6,000. This is an easy paper to run and would afford an excellent opportunity for a practical newspaper or trade paper and will be well located in the city. **EMERSON P. HARRIS**, 23 Broadway, N. Y.

MISCELLANEOUS.

4 MONEY making secrets and a year's sub. for **THE NEW CENTURY**, Waterville, Me.

WILL exchange space with weeklies and mail-order papers. **INDEPENDENT**, Grant, Mich.

"**PURITY POWDERS**" cure headaches and neuralgia guaranteed. Perfectly harmless. Five powders (five current) by mail for 10c. **VIRGINIA REMEDY CO.**, Danville, Va.

THE COUNTRY WEEKLY—How to make it profitable. Send for ten copies to be issued beginning about July 1. New ideas that bring success. Write for explanatory circular. Address **CARL BRAYFIELD**, Charlestown, Ind.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

WE will give you better work at a lower price. Try us and see. **MANHATTAN PHOTO-ENGRAVING CO.**, 7 New Chambers St., N. Y.

FULTON ENGRAVING CO. Designing and engraving by all modern methods. Correspondence solicited. 130 Fulton St., New York City.

A DOZEN SKETCHES for you, if needed, but not one of a dozen. Think this over. We'll explain if you don't understand. **STANDARD ENGRAVING CO., INC.**, PHILADELPHIA.

THE finest engraving plant in the world. Our half-tone plates are known everywhere as the best. **GILL ENGRAVING CO.**, 140 Fifth Ave., New York.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

DISTRIBUTING.

WRITE SOUTHERN ADVERTISING COMPANY, Norfolk, Va., about mailing circulars to prosperous truck farmers who always have money to spend. New limited and guaranteed system.

PRICE LIST FOR JOB PRINTERS.

RAMALEY'S PRICE LIST FOR JOB PRINTERS — fifth edition: single copies 75 cents; two for \$1. The best and cheapest estimator that any printer can employ. RAMALEY PUBLISHING CO., St. Paul, Minn.

ARTISTS' TRANSFER PAPER.

DESIGNERS and artists find our carbon tracing paper a valuable assistant in tracing outlines from original pictures; 5¢ a sheet; six sheets 25¢, postpaid. WHITFIELD CARBON PAPER WORKS, Red Bank, N. J.

SUPPLIES.

GAUGE PINS, 2 for 10¢. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. special prices to cash buyers.

BUSINESS OPPORTUNITIES.

SPECIAL editions. If interested send 25¢ for 64 page ERA. AMOS CLAAR, Windber, Pa.

ADVERTISE your business by publishing a newspaper of your own on an economical plan. Send for full particulars. J. HARTLEY, 15 Vandewater St., New York.

PAPER.

ALL kinds of paper, all degrees of quality. Every weight, color and finish. No matter what you are going to print, before you select the paper write to us and mention what you want. We can be of great assistance to you. We have everything in the paper line and the price is right. BASSETT & SUTPHIN, 45 Beckman St., New York.

PRINTERS.

HALF-TONE and color work, catalogues, etc. Nothing but high class work solicited. THE RICHARDSON PRESS, 159 William St., N. Y.

WHEN you need office stationery send sample of what you are now using and let me quote prices. It will cost you nothing and will probably save you many dollars. High grade work at low grade prices. WILCOX, THE PRINTER, Milford, New York.

PREMIUMS.

CIRCULATIATIS is a disease many people suffer from. Let us relieve you. It costs you nothing. THE M. P. & M. CO., 1439 2d Ave., N. Y.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N.Y.

HALF-TONES.

PERFECT copper half-tones, 1-eo., \$1; larger, 10¢ per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

ALL subjects except advertising, all sizes, 10 cents an inch. Proofs mailed from a big stock. L. ELKUS, 15 Nassau Street, New York.

NEWSPAPER HALF-TONES 10¢ AN INCH.

Single column cuts, \$1; double columns, 25¢. New process. Can be printed on any press. Instructions for stereotyping. Orders received before 10 a. m., shipped the same day. BARNE'S CLOSBY CO., Times Building, Chicago.

ADDRESSING.

"**L**ISt OF TRADES," revised up to date, contains a classified list of all the distinctive trades and professions in the country, with the number of names in each list. These lists we prepare from the most reliable sources. We want to communicate with firms who intend circularizing. We have unexcelled facilities for addressing. Write us about it. F. D. BELKNAP, 390 Broadway, New York.

NEWSPAPER BARAINS.

\$9,000 BUYS a weekly and job property in Indiana. Pay \$3,000 profit a year. \$1,000 cash, with balance \$1,000 on easy terms, buys a reliable weekly business in a fast-growing town of 9,000 in New England.

\$1,000, one-half cash, buys a good weekly and job business in Virginia.

\$900 cash and \$1,000 on easy terms buys a weekly and job business in Oregon.

\$1,000 buys a weekly and job business in New York State paying over \$2,000 a year; \$2,500 cash — possibly a little less.

\$3,000 cash, balance on easy terms, buys a live, growing daily within 100 miles of New York City. \$3,000 or more cash, balance on proper terms, buys a good proposition in New Jersey.

Properties in Eastern and Western States — large and small. What do you want?

C. F. DAVID, Abington, Mass. Confidential Broker and Expert in Newspaper Properties. 30 years' experience.

ADVERTISING NOVELTIES.

\$500 IN genuine Confederate money for only 25¢. CHAS. D. BARKER, Atlanta, Ga.

BICYCLES and tricycle wag'ns. Factory to buy. er. Write ROADSTER SHOPS, Camden, N.J.

THE warmest of all PRINTERS' INK babies is THE AD-WRITER, St. Louis. Ten cents brings sample copy. World's Fair City, 1903.

A SPECIAL home magazine for department stores, to be presented to customers. Particulars from L. RAYMOND, 109 Nassau St., N. Y.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit render as well as advertiser. 4 lines will be inserted under this head once for one dollar.

ADVERTISERS—Present each lady customer with our New Broom Hanger with your ad on it. Every time she takes down her broom she reads your ad. Price, printed, \$4.00 per 100. Sample 10¢. UNIQUE CO., Dept. A., Columbus, Ohio.

FOR SALE.

PERFECTING press, 4 or 8 pages, \$750. ENTEPRISE, Brockton, Mass.

AHIGH-CLASS, well established, profitable monthly class journal in St. Louis, Mo. Excellent opportunity. A bargain for \$1,000 cash. Address T. L. MEYER, 3916 Texas Ave., St. Louis.

RAMALEY'S PRICE LIST FOR JOB PRINTERS — fifth edition: single copies 75 cents; two for \$1. The best and cheapest estimator that any printer can employ. RAMALEY PUBLISHING CO., St. Paul, Minn.

FOR SALE—One cardboard cutting machine, size of blades 28 inches. Also one stamping machine for cutting playing cards round corners. Also one Ruggles hand printing press. WM. SUYDAM, 22 Union Square, N. Y.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

JAMES MADISON, the well-known Vaudeville writer whose work has been highly honored, recently started ST. BERNARD ROGERS BROTHERS, Press Elders, etc. He is publishing a volume of his latest vaudeville hits, including Original Parodies, Monologues, Sketches, Afterpieces, Hebrew, Blackface and Irish Jokes, Funny Epitaphs, etc. Price one dollar per copy; worth \$5.00 to any professional or amateur entertainer. Postoffice box 948, New York City.

SPECIAL REPRESENTATIVES.

LA COSTE AND MAXWELL,
38 Park Row, New York, telephone 255 Cortlandt, special representatives for leading daily newspapers.

SPECIAL representatives in Ohio Valley. We will see advertisers, make collections or transact any other legitimate business in Cincinnati and surrounding towns, Louisville, Indianapolis and St. Louis, for any reputable publication. Commission only. Refer to L. M. or Bradstreet. LEO WISE & CO., Cincinnati, O.

BOOKS.

DEPARTMENT STORE DIRECTORY, \$1, 253 Broadway, New York.

THREE ADS FOR ONE CENT.

The book of ready made advertisements which we are selling at one dollar per copy contains over three hundred ads—more than three for a cent. They are all good examples of effective advertising and cover all lines of goods. Can be used as they are or easily adapted to any business. Valuable to the retail merchant and all others interested in advertising. Send postpaid on receipt of price, \$1. GEORGE P. ROWELL & CO., 10 Spruce St., New York.

FIRST COME, FIRST SERVED!
FOR \$2.50.

Any one who advertises in or has dealings with newspapers and periodicals has difficulty to secure a copy of the directory of THE AMERICAN NEWSPAPER DIRECTORY for 1900, MARCH ISSUE. A complete catalogue of the contemporaneous American Periodical Press and the recognized Authority on American Newspaper Statistics; over 1,400 pages; regular price five dollars. A limited number of this edition only is left over that can be had at the above price. All of the other editions of 1900 were exhausted within the months of their respective issues. On receipt of \$2.50 the book will be sent free of express charges. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

NEWSPAPER ADS SECURED.

If you are a publisher, anxious to secure more advertisements for your paper, this may interest you. What is to follow is based upon a publisher's experience, coupled with a knowledge of the advertising and advertising agency business.

During the past few years the writer has secured some of the best advertisers in the country for a unique and original advertising medium by a unique and persistent system of personal letter writing, direct to the advertiser himself and to his advertising agent.

During that time have gathered and classified and card-indexed an immense amount of information about advertisers and their methods and times of placing business, through which agency each does it, and what is even more important, the particular man in each firm and agency who has the particular business in charge.

I am prepared to adapt my plan to your paper without interfering with my own journals, and undertake a small service for you which will show big results.

Send a copy of your paper, and write me fully about its field and work and circulation.

I will prepare from my dates a list of 100 or 200 possible customers and a series of special personal letters, to be sent one each week to each advertiser on the list until an order is secured.

Will typewrite the letters ready for mailing if desired, and even attend to that from here if you furnish postage. If you are interested, address

JAMES ROACH, P. O. Box 923, Philadelphia.

See advertisement of our journals, the Church Press Association, in this issue of PRINTERS' INK.

ADVERTISING MEDIA.

TH E CHRONICLE, Princeton, Ky.

TH E GOLFER, Boston. Oldest golf publication in America.

TH E GOLFER, Boston. Oldest golf publication in America.

TH E GOLFER, Boston. Oldest golf publication in America.

TH E GOLFER, Boston. Oldest golf publication in America.

TH E CHRONICLE, Princeton, Ky., is rated 1,800 weekly in plain figures.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

1 INCH \$1—25,000 circulation guaranteed.

FARM AND HOME, Homer, Mich.

News, Tracy City, Tenn., Democratic weekly, only paper in Grundy Co., 800 circulation.

40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 6,800.

50 WORDS for 50c. 10,000 circulation guaranteed. THE AM. MAGAZINE, Homer, Mich.

MANUFACTURERS' JOURNAL; sample copy 10 cents. 303 Montague St., Brooklyn, N. Y.

TO reach mail order buyers, try PENNY MONTHLY; 10c. a line; circ'n 53,300; Youngstown, O.

THE SISTER REPUBLICS is the best medium to reach Latin American trade. F. BRADY Prop., Denver, Col.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$16 or more is entitled to receive the paper for one year.

AD'S for the WESTERN SCOUT, Wichita, Kan. Official organ Improved Order of Red Men State of Kansas. Order growing rapidly.

TO reach the 5,000 white Baptists of Western Florida (and some colored) there is nothing like the BAPTIST HERALD, Milligan, Florida.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000, sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 24th.

BEFORE buying or selling a farm read FARM LOANS AND CITY BONDS, 15 La Salle St., Chicago, Ill. Sample copy 10 cents; one year, \$1.

PRESS-REPUBLIC, Springfield, O. Loased wire Associated Press report. Sworn circ'd by Citizens' Bank to exceed 8,000 daily.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. WEEKS & CHAPMAN, publishers, Vian, I. T.

THERE are others, but none so practical and helpful as THE AD-WRITER, St. Louis. World's Fair City, 1903. 10 cents brings sample copy; \$1 a year.

IF you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1881.

TO reach 850 thrifty farmers and townspeople weekly use the Cumberland, Ohio, ECHO. Rates are reasonable and advertisers' interests carefully guarded.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Underwater St., N. Y.

THE SUSSEX STANDARD, Waverly, Va. A "J K L" that pays the general advertiser to patronise, because it's the only special peanut paper. Covers the Virginia Peanut Belt.

PRINTERS' INK.

BELGIAN hare culture is most profitable pastime. If interested, free sample **BELGIAN HARE NEWS**, Chicago, is very interesting; 10,000 circulation; greatest hare adv. medium.

THE REVIEW, Brady, Neb.—four-page weekly. Only newspaper in eastern Lincoln County, a growing and prosperous farming country. Adv. rates reasonable. Send for sample copies.

THE SENTINEL, North Ontario, Cal., cir. 500. Affords splendid adv. facilities. Prosperous community, large fruit industry, business lively. Population increasing rapidly, factories building.

BRISTOL (Fig.) **FREE PRESS** is a country weekly with a circulation of 300 copies every week; published at Bristol, the county seat of Liberty County and in the center of a very fertile agricultural district.

100,000 PROVEN; 20 cents flat. Special **PATHFINDER** June 1. Will reach every teacher at teachers' institutes. Interested in educational field, this is your chance. The **PATHFINDER** PUB. CO., Pathfinder, D. C.

KEY WEST, Florida. Read and advertise in **THE Key West ADVERTISER**, the only newspaper ever publ. in the most southern point in the U. S. Established 11 years; 8 fol. pages, Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

THE Wrightsville TELEGRAPH is the only home print newspaper published in the eastern section of York Co. It covers the richest section of the state, with 1,000,000 people of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH** PUB. CO., Wrightsville, Pa.

A FFIDAVIT—I, E. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901, S. E. TRACY, Notary Public in and for Harris County, Tex.

THE FREE PRESSE, Wilmington, Del. The only German newspaper—a daily 21 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

THE best adv'dg medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the **DODGE COUNTY REPUBLICAN**. Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the **REPUBLICAN**. All home print. It has been equipped with a new establishment in the State. The **REPUBLICAN** carries more ads. at a higher rate, than any paper in Dodge County—it reaches the people. For rates and samples, address **B. A. SHAVER**, publisher, Kasson, Minn.

A DVERTISERS—If you wish to reach a fine class of people (Presbyterian), advertise in **THE CHRISTIAN COMPANION** (bi-weekly), which has a circulation of 7,500, almost entirely in Alabama, Florida, Georgia, Mississippi, Louisiana, Tennessee, Kentucky, Virginia and West Virginia. Terms, one inch single column, each insertion 50c. per inch; two or more inches, 40c. per inch. Double columns, 75c. per inch; three or more inches, 75c. per inch. To secure attention advertisers must include cash with advertisements. Nothing but cash taken for ads. We can tell you no more than we tell you here. If you wish to try our journal and get results, send your ads and cash to **REV. R. M. LATIMER**, D. D., Drawer 908, Birmingham, Ala.

ADVERTISEMENT CONSTRUCTORS.

W M. WOODHOUSE, JR., Trenton, N. J., writes sample retail ads for \$1.

B EST house use my ads. Write, **H. L. GOODWIN**, 46 Stanhope St., Boston.

Let me fix up a few short talks for your mailing cards. **JED SCARBORO**, Brooklyn.

FOUR original ads \$1 to new customers. Cash with order. **B. M. ANGLIN**, Lincoln, Neb.

TRY a dollar's worth of Peterson's Pertinent Paragraphs. **P. O. BOX 77**, Buffalo, N. Y.

MELVILLE E. TRUX, Hartford, Conn., writer, illustrator, printer. Fine booklets specialty. RETAILERS, add a mail order department. **GEO. R. CRAW**, 115 Dearborn St., Chicago, Ill. **H**ELM—**C. DANIEL**, 111 Nassau St., N. Y. Estab. 1891. Painted illustrations and favored copy. \$2 up.

TABER Pepin Compound advertising is our work. Get our prices. **M. F. GOULD CO.**, Bennett Blvd., N. Y.

WHAT not allow "me" to relieve you of advertising responsibility! **CHAS. R. BAKER**, South Norwalk, Conn.

ADS and booklets designed by Adman Hines are the best. All kinds. **E. G. HINES**, 34 Garfield Place, Cincinnati.

SEND \$3 for a two-inch single cut, specially designed for you. Mortised for type. Just half regular price. **C. B. PERKINS**, 37 Globe Bldg., Boston, Mass.

WHEN you do any advertising use us. If our work doesn't satisfy don't pay for it. Send for rates. **FRANKLIN ADVER CO.**, 233 N. 23d St., Phila., Pa.

"JACK THE JINGLER'S" best of fads is writing rhyming business ads, Of pith and point, for every use. His New York address is 10 Spruce.

If the merchant who is dissatisfied with the returns from his advertising will write me, I can help him put new life into his business. **EDWIN S. KARNES**, A, 347 E. 43d St., Chicago.

COPIES for 8-page booklet, \$2.75; four tri-cards, \$2; advice on any business subject, \$25; yearly service \$6 per month up, owing to amount of work. **FRANK B. WILSON**, Kenton, Ohio.

"GOOD ADVERTISING" offers prizes for the best retail ads. Send 25 cents for special 3 months' trial subscription. **CHARLES AUSTIN BATES**, Vandebilt Building, New York.

ILAUNCHING a new business? Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. **SYDNER & JOHNSON**, Advertisers' Writers and Agents, Woman's Temple, Chicago.

"A S I SEE IT" is eight pages of comment (32 pages and cover). Free to business men. **E. ST. ELMO LEWIS**,

518 Walnut St., Philadelphia.

WE offer intelligent service in writing and illustrating advertisements effective, well written, nicely displayed ads. Advertisements put in typical electrotypes furnished. We do all of any desired part of this work. Price reasonable. **GEORGE F. ROWELL & CO.**, 10 Spruce St., New York.

MY magazine, **GOOD ADVERTISING**, is positively the best and most practically useful publication in the world. Send 25 cents for three months' trial subscription. **CHARLES AUSTIN BATES** (Publication Department), Vandebilt Building, New York.

A DWITERS and designers should use this column to advertise their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. **PRINTERS' INK** has over one hundred imitators, yet **PRINTERS' INK** covers all their territory besides its own chosen field. A number of the most successful adwriters have written and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

INDUSTRY writers ad. **L**et the kind that make people think. The kind that bring people to your store. The kind that sell goods. Don't you think you would like to have Eddy's advertising? One business more than doubled within a few months.

Eddy wrote the ads, which were backed up by good goods. If you have good goods, Eddy's advertising will sell them.

Four sample ads, written specially for your business, \$2. **LOUIS O. EDDY**, 31 Washington St., Chicago.

BEGINNING IN A SMALL WAY



ANY advertisers start advertising in a small way. They use from two to five inches single column space. It's a wise way to begin when an appropriation is small. For such advertisers we can be of the finest service in the whole country. We have a knack to set up ads with *the most striking features of display possible in a minimum of space.* This is one of our jobs in which we excel any printing-shop. We set up ads, booklets, circulars, etc., and furnish electros therefrom for advertisers everywhere. Our work is the best to be had, our prices economical. May we demonstrate our ability by having your trial order? Send for our sample booklet. One thousand for ten dollars, 5,000 for \$26. It's a typographical beauty, a waste-basket escaper. Call on or address

Printers' Ink Press
10 Spruce St., New York

New York

W. R. H.

THE NEW YORK JOURNAL AND EVENING JOURNAL carry more foreign advertising than any other two newspapers in the United States. These papers give to the general advertiser a better value than they can buy anywhere else in the United States. The secret of their publicity is that advertisers get better results.

No paper sells its output at a lower cost per thousand circulation to its advertisers than does THE NEW YORK JOURNAL. No other two papers in the United States possess a larger metropolitan circulation. You can not cover the metropolitan field.

Mail order advertisers can buy space in THE NEW YORK SUNDAY JOURNAL, THE NEW YORK JOURNAL, and THE SAN FRANCISCO EXAMINER at such low rates that their combination forms the cheapest mail order publication in the country.

Copy must be in two weeks in advance.

**NEW YORK JOURNAL
NEW YORK EVENING JOURNAL**

W. R. H.

rk Journal,

R. HEARST.

AND ADVERTISER and the NEW YORK
re foreign advertising in their columns than
United States. The reason for this is because
advertiser wider and greater publicity than
the United States. The result of this great
tter results than from any other source.

a lower rate per line per net thousand of cir-
loes THE NEW YORK JOURNAL AND
ORK EVENING JOURNAL, and no news-
ess a more responsive clientele of readers.
n field unless you use them.

uy space in the Magazine Section of THE
AL, HEARST'S CHICAGO AMERICAN and
ER at \$1.35 per line per insertion. This com-
rder proposition in the United States.
advance for each issue.

AL AND ADVERTISER,
VENING JOURNAL,
R. HEARST.

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$1.00, or a larger number at the same price.

Publishers desiring to subscribe to PRINTERS' INK for the benefit of advertising patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MAY 15, 1901.

WHAT IS CIRCULATION.

The circulation of a newspaper is correctly stated by adding the number of complete copies of each separate issue printed during the entire year preceding the date of the statement and dividing the sum by the number of separate issues.

The number of complete copies printed, folded and prepared for distribution is the only number that can be absolutely known and definitely and truthfully stated. What is done with the copies has a bearing upon the quality of the circulation. No newspaper man prints copies without the intention of making some use of them. To print a surplus for the mere purpose of deceiving advertisers is too expensive. The same object may be achieved just as honestly by plain lying, which is cheaper. The difference between copies printed and copies sold is generally no more than five cent, often much less, but sometimes as much as twenty or even ninety per cent. Just what the percentage is, when it can be known and stated, is information of much value to the advertiser who desires to form an opinion of the worth to him of a specified circulation.

A WRITER in the *New England Grocer* (Boston) predicts that there will be 150,000 advertisement writers in the country within a few years.

"THE *Newspaper World*, a weekly journal for newspaper men," edited by Norman W. Penfield, for one dollar a year, at the Morton Building, New York, and *Successful Advertising*, published quarterly at Bangalore, India, at sixteen cents a year, are the newest "PRINTERS' INK babies."

THE *Telegraph-Record* of Colorado Springs sues the publisher of the *Gazette* of that place for \$10,000 damages because of an alleged failure on the part of the *Gazette* to keep an agreement to submit its circulation figures for examination and comparison with those of the *Telegraph-Record*.

ADVERTISING—business news—is more important to the housewife than what the Russians are doing in Manchuria, the British in South Africa, or the Americans in the Philippines. When presented, it always has its quota of readers; to conform these into customers is its aim.

"QUAKER City Pointers" is the name of a four-page 5 9-16x6 13-16 pamphlet sent out by the Philadelphia (Pa.) *Times* to its advertisers to keep them in touch with the paper. The little publication is being published at no specified time, as the phrase, "Published Every Little While," on the first page indicates. It is devoted mostly to the doings and contents of the *Times*. A column of "Jests and Jingles" on the last page is a bright feature.

ON the 26th of April a committee of advertisers consisting of Charles Drishkind (of The American Tobacco Co.), William Schriber (of Moe Levy & Co.), Meyer Jarmulowsky (of M. & L. Jarmulowsky, bankers), William B. Roth (of the State Bank), Louis Lurie (proprietor Unwanta Cathartic Pills), I. Bokschitzky (of Bokschitzky & Rothkowitz, proprietors "Triumph Chemical Co."), Anzelowitz Bros. (Jewelers), Joseph Lowenherz (Advertising Agent), per A. D. Samuel, suddenly called upon the publishers of the Jewish *Daily News* to make an investigation of the circulation of that newspaper. They examined all matters bearing upon the circulation and have certified above their signatures that the circulation of the Jewish *Daily News* for one week taken at random averaged 40,149 copies daily. For a paper printed in an Oriental tongue, it is a wonderful showing.

A DISPUTE has been airing itself of late in some of the papers as to the precise time the first elephant appeared on exhibition in this country. A writer in the Boston *Transcript* seems to settle it at last by the reproduction of an advertisement which was printed in the Kennebunkport (Me.) *Weekly Visitor*, of May 18, 1816, which reads as follows:

Now or Never.

(Cut of an elephant.)

A female elephant to be seen at Maj. Wm. Jeffers in Kennebunk on Thursday and Friday, the 23d and 24th of May, 1816. . . . 16 yrs. old. Perhaps the present generation may never have an opportunity of seeing an elephant again, as this is the only one in America. Admittance 25 cents, children half-price. Hours of exhibition from 9 in the morning to 6 in the evening.

IN a recent number of Mr. Geo. W. Stevens' department of "Facts and Fancies" in the Toledo *Times*, that gentleman drops into poetry in a poem called "Strange." PRINTERS' INK reproduces the stanzas without the illustrations that enriched each of them:

Good Dr. Thinum's Anti Fat
'Tis said will make you lean and flat,
His small before and after book
Will show you how you're going to look.
He quotes you people by the score
Who lost a hundred pounds or more,
But Dr. Thinum puzzles me,
So very, very fat is he.

The Madam Julie Beauty Oil
Removes the marks of time and toil;
One application makes you look
Just like a girl, so says the book;
Your mole like magic disappears;
It chops off ten or fifteen years.
If it will fix you over night,
Why is the Madam such a fright?
There's Dr. Graftor's Liniment,
"Would really seem by heaven sent,
It's sure to cure your rheumatiz;
A dollar bottle does the biz.
His wondrous miracles are sung
In every latitude and tongue.
But Dr. Graftor has his woes,
He's full of pains from head to toes.

Now comes the famous Balderine,
Put up by Mr. Silas Green,
A scientist of Manistee,
Who made this great discovery.
The pictures in his booklet show
Beyond a doubt the hair will grow.
I'm puzzled, for I've never seen
A balder man than Mr. Green.

In sooth, and I am puzzled sore,
For what with remedies a score,
We still insist on growing stout,
And getting bald and having gout.
My faith in drugs is shattered sure,
For Blinks, of Blinks' Consumption
Cure,

Passed in his checks the other day,
Consumption carried him away.

"How to Reach the Men of Washington" is an excellent argument published in booklet form by the *Evening Star*, of Washington, D. C. The brochure states that the men of Washington constitute a larger proportion of the population than in any other American city, and that they are far above the usual in means and intelligence. Washington men, the *Star* says, are great newspaper readers, and also great readers of the advertising which appears in that paper. A house-to-house canvass made by the *Star* and interviews with local advertisers has proven that practically everybody in Washington reads that paper, and that fifty per cent of Washington's men read no other newspaper. The booklet refers to the paper's special excellent features, such as sporting page, society news, real estate and financial reports. It emphasizes the fact that the *Star* comes out for sale at 4 p. m., the time when about 25,000 clerks of the government departments close for the day. That the *Star* is reaching the women as well as the men of the capital is asserted through statements from local advertisers and advertising managers of the great department stores. The last page of the booklet gives signed statements regarding the *Star* from the various secretaries of the departments, and last but not least, President McKinley's opinion, who says he reads it every day. The booklet is handsomely printed on hand-paper with rough edges, 4x8 inches in size. It has the convincing ring of truth throughout.

A NEW advertiser will get from the American Newspaper Directory a better idea of the greatness of his country, and the tremendous possibilities in newspaper advertising, than from any other source. The book costs five dollars a copy, and a single reference to it may readily save or make many times its cost. Many times the best paper in town costs the advertiser no more than the poorest. The American Newspaper Directory tells which is which.—*Charles Austin Bates.*

MONEY spent and money invested mean two different things in advertising.

THE annual meeting of the Proprietary Association was held at the Murray Hill Hotel, New York City, on May 1 and 2. Dr. V. Mott Pierce, the president, was in the chair. The committee of membership proposed five new members, and the other committees made reports of their year's work. The report of the executive, legislative and advertising committees seemed to attract the most attention. Representatives of the Wholesale and Retail Druggists told of the progress of the new tripartite plan, whereby the proprietors sell their goods to a specified list of wholesale druggists, who in turn sell the goods to retail druggists excepting those called "cutters." They also introduced the subject of the Worcester plan, in which the manufacturer sells his goods as in the tripartite plan, with the further condition given with the invoice that the retail price to consumers shall be maintained in every instance. The suggestion was made that the adherence by the proprietors to either of these plans would speedily stop substitution and the selling of proprietary medicines at cut prices. Before adjournment of the business meeting the following officers were elected: E. C. De Witt, Chicago, Ill., president; H. L. Kramer, Indiana Mineral Springs, Ind., 1st vice-president; Joseph Leeming, New York City, secretary; H. B. Harding, New York City, re-elected treasurer on his record of increasing the funds in the treasury in twelve years' time from \$6 to \$6,000. Among the social features of the meeting were a theater party on the evening of May 1 and banquet on May 2.

If an advertiser spends only \$100 a year he should have the American Newspaper Directory. For his business may grow and his right expenditure of his money become increasingly important. The time to learn how to spend \$10,000 a year is before it is spent, otherwise the spending may be disastrous.—*Charles Austin Bates.*

Is too much picture to-day's advertising error?

At the meeting of the Proprietary Association of America held in New York City, May 1-2, the committee on advertising presented an interesting report, reference being made to the valuable work of the Association of American Advertisers in auditing circulations of advertising mediums. A discussion upon the report ensued, in which the members expressed the opinion that, owing to the great amount of work required on the part of the committees and members of the Proprietary Association in other directions, it would be difficult for them to accomplish any practical results in the direction of securing data concerning circulations of publications. The following resolution was unanimously adopted:

Resolved, That the Proprietary Association of America hereby endorses the objects of the Association of American Advertisers and the work being done by the said association in the auditing of the circulation of publications which accept advertising, in which work the members of the Proprietary Association are largely interested.

Many members of the Proprietary Association spoke in favor of the work of the Association of American Advertisers, and several of them announced on the floor of the meeting that they would apply for membership in that Association. Eight new members were secured for the Advertisers' Association, as follows: Omega Chemical Co., New York City; Rumford Chemical Works, Providence, R. I.; Scott & Bowne, New York City; Sterling Remedy Co., Indiana Mineral Springs, Ind.; Pabst Brewing Co., Milwaukee, Wis., and Dr. Miles Medical Co., Elkhart, Ind. Two other firms signed application blanks with the provision that their names were not to be made public. In view of this feeling, it has been decided that the further publication of the names of the members of the Association of American Advertisers shall be discontinued. It is believed that the effectiveness of the association will be greater if its great strength is not too conspicuously paraded.

SIXTH SUGAR BOWL.

The competition for the PRINTERS' INK sixth sugar bowl was opened in the issue of February 20, 1901, and, as was to be anticipated, interest in the contest is growing with every weekly issue. The following trade papers have entered their claims, either directly or through correspondents: *Hardware Dealers' Magazine*, New York; *Bakers' Helper*, Chicago; *Inland Printer*, Chicago; *Book-keeper*, Detroit; *Street Railway Journal*, New York; *Keystone*, Philadelphia. The next entry by one of PRINTERS' INK's readers is the *Dry Goods Economist*, published weekly in New York City. The correspondent champions the publication as follows:

The *Dry Goods Economist*, published by the Textile Publishing Co., was established in 1846 and is therefore in its fifty-fifth year of publication, or over half of a century. This in itself is a feature that can only imply merit.

The textiles and kindred lines, their manufacture and distribution, is one of the greatest industries of America as well as the world in general. The trade paper which can lay just claim as the representative exponent of such an industry must be at once of great importance, and to have attained such a position it must necessarily have superior merit and do superior service for the line of trade which it represents. The *Dry Goods Economist* is this paper.

It is issued every Saturday and has branch offices in Philadelphia, Chicago, St. Louis and Manchester, England, besides having special international representatives in the great market centers of the world.

The subscription price per year is only five dollars for 52 weekly copies. It is really difficult to see how any man, wholesaler or retailer, interested in the dry goods, furnishing goods, silks, woollens, hosiery or millinery trade can afford not to be a reader of this paper. The *Dry Goods Economist* is the most complete emporium of practical information for the mentioned branches of trade. It is a source of timely and correct information in things relating to fashion. Its weekly pages reflect the doings of a great trade in an impartial and reliable manner, thus assisting manufacturers and jobbers alike to keep in close touch with all the fluctuations or requirements of the business.

The manufacture of silks, dress goods, hosiery etc., receive particular attention, and the reports relative thereto embrace this country as well as the markets of France, Switzerland and Germany, countries which are very important factors in the dry goods market. The manufacture of those articles requires much time and money, and it is therefore necessary to be well posted on what others are doing in the same

line of activity. The *Dry Goods Economist* gives a complete birdseye view of those matters.

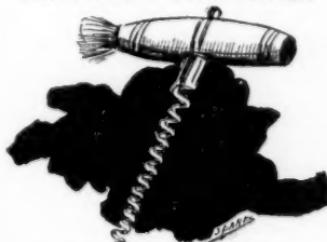
The editorial page of the *Dry Goods Economist* treats with authority on the broader questions of merchandising and reviews and instructs on all important questions that may affect the welfare of American business. Tariff measures here and abroad are explained and criticised and influence exercised in the right direction.

The wholesale and retail trade is reviewed weekly. Special departments for the kindred branches of the trade make the paper systematical. Special departments on retailing, storekeeping, advertising, advertising and window dressing are unusually valuable for both large and small merchants.

The buyers of all the wholesale concerns in North America read the *Dry Goods Economist* and consider it the best representative trade paper. All the first-class manufacturers of America and other countries advertise their goods in the *Economist* because it is the best serving trade paper of its kind. A glance at any issue will make good this statement. The advertisements in the *Economist* are without exception of a degree of unusual excellence, and many advertisers have them prepared by high-priced advertisement writers, which may be taken as another indication that it is considered profitable to advertise in the paper. Mechanically the *Economist* stands head and shoulders above the average trade paper published anywhere. It always leads in new designs and make-up, and every single issue is a voucher for the progress, prosperity and welfare of the classes of trade it so well serves.

ALL newspaper directories but one are erroneously optimistic about circulations. The American Newspaper Directory may occasionally err on the other side, but that makes it all the safer for the advertiser. Many a publisher is ready to prove by other directories that "Rowell's is wrong," but few indeed can be induced to prove it by opening their circulation books to the advertiser.—Charles Austin Bates.

ILLUSTRATED TESTIMONIAL.



"I WOULD NOT BE WITHOUT IT."

CHINESE NEWSPAPERS.

China, like India and Japan, has a large number of daily and weekly newspapers which in the main are of the modern type, yet which present interesting variations from occidental journalism. Mr. Frederick W. Eddy, formerly city editor of the *New York Times*, but now in Shanghai, gives the following account of newspaper life in that city (*New York Times*, March 24, 1901):

"In Shanghai there are six daily native papers and one weekly. The local departments to be covered engage four reporters for the native city, one for the Mixed Court, and one each for the French, English and American settlements. In the native city, one man looks after the movements of the Taotai and news of his yamen, one after the yamens of inferior officials, and two watch for police and general news. Every man is expected to become proficient in speed and in condensation. He should learn how to write characters that express much in little, for the paper is not elastic, and the local field can not have more than 3,000 characters out of the 8,000 that compose the reading matter of the paper. Advertisements fill about three-fourths of each edition. A man is considered fast and competent who can write a striking and graphic story in 100 characters or less at the rate of five characters per minute. It is hard to conceive a piece of news worth more space, according to accepted local notions. If a man is deficient in terse expression, the talented readers who handle his copy are expected to boil him down. Including the managing editor, there are eight readers, who must look after proofs, and each of whom is charged with the proper adjustment and placing of all the reading matter that comes to him as copy. This fixes responsibility beyond question for every line in the paper. These eight men oversee correspondence and general news as well as the local field.

"A Chinese compositor can not stand at his case and, remaining in erect posture, pick up type, as in

a foreign office. He needs both arms and legs, a good stooping back, and, if the editor's vocabulary is especially rich, a stepladder. There must be a pocket for every character, and as ordinary newspaper uses require about 4,000 characters one compositor needs almost enough room to live in. It is a mark of distinction to employ unusual characters. Every paper likes to appear learned. There are editors who seem to employ their leisure in devising combinations which, while original and distinctive, shall yet be self-explanatory. As no merchant could anticipate or supply such demands, every office contains its own foundry. Two men attend to this. One of them keeps busy making steel dies and the other melts and stamps out the type. The compositors make new pockets for all creations. It behooves them to burnish their memories frequently, or they may be hours in setting up a single article, which would never do. As the types are of soft lead and easily worn, one man has his hands full in sharpening their lines by picking out the ink that they gather or in filing down the inequalities that are always appearing. When a type becomes worthless it is thrown into the pot, to be melted over for a fresh stamp."

As for reporters, they get from eighteen to twenty Mexican dollars per month, says Mr. Eddy, from which the numerous fines of a Chinese newspaper office have to be subtracted. It is a waste of money for a Chinese reporter to hire lodgings. Having no possessions worth mentioning but the clothes on his back, he sleeps and eats when and where he finds it convenient; while a weekly visit to the barber shop satisfies all the requirements of his toilet.—*Literary Digest*.

WHAT Bradstreet and Dun are to the mercantile world the American Newspaper Directory is to the world of periodical publications. Among publishers who are not willing that their real circulations be known it is the best hated book in print. The moral is not far to find.—*Charles Austin Bates*.

SECOND-CLASS POSTAGE.

The following letter from Wilmer Atkinson, of the *Farm Journal*, expresses views on the step proposed by the postoffice department toward the exclusion from the mails as second-class matter of periodicals that seek to influence subscriptions by premium offers:

PHILADELPHIA, April 20, 1901.
Edwin C. Madden, Third Ass't Postmaster-General, Washington, D. C.:

DEAR SIR—I am in receipt of your circular letter of date April 13, asking my opinion on the points treated therein. In reply would say that I wish I were less busy so I could more fully consider the questions raised and add more than a mite to the testimony you will receive.

I would say further that I appreciate your effort to get the views of legitimate publishers before taking a radical step in these matters of your own motion. And let me say that I have gladly noticed under the present management of the postal department less inclination to make inconsiderate and arbitrary rulings without consulting publishers, or the real good of the postal service, than under some former administrations.

Now your circular seems to be aimed principally at the premium business of newspapers, and I am a little surprised at this, for the reason that I have thought that that system was really dying out, that it is much less in vogue than formerly. As I remember, Orange Judd, of the *American Agriculturist*, was the great pioneer of that business, and I am sure that in his day it was considered perfectly proper and legitimate. I used to get up clubs for him, and we are using in the family now table ware that we got in that way over a quarter of a century ago. I did not, as you suggest, buy the ware with the paper thrown in, for it was the paper that I was after.

You doubtless know that the *Ladies' Home Journal* laid the foundation of its great success in the premium business, and only dropped it, as I suppose, because it did not pay.

Youth's Companion, one of the most useful publications extant, has always used premiums as inducements, not to subscribers so much as to club getters, and does so still. The business done by that paper I believe has been very profitable to the government, and largely on account of its premiums.

In pushing the *Farm Journal* subscription business I never found premium offers to pay; never did much in that line, and have quit it altogether. The latest thing we offered was a sewing machine for \$20, delivered and guaranteed, money refunded if not satisfactory, and we did this solely as an accommodation to our way-back folks, and not for the profit there was in it for us. Each machine sent out cost us more than we got for it. We finally quit, and my observation is that if you will just hold on awhile the department

stores will settle the whole question for you. They will sell, for instance, a good sewing machine without any money down, delivered and guaranteed, allowing a trial, for less than \$12; and they will advertise to do so in all the good newspaper mediums, even those that are offering the same as a premium, cash down for \$18; and it is so with nearly everything that a publisher may offer.

We have been compelled to find some other way of keeping up with the procession, and so have others. Our plan has been to get out the best possible paper for the least possible money; to do this we have carefully studied cost of publication, and have brought that down to the lowest notch.

I send you herewith a copy of the April number of the *Farm Journal*, and will ask you to carefully read it over. Take it home to your wife also and let her see it. Note the condensation of contents, also observe that matters are treated in season only. "Much in little" has been our motto. Then if you ever are up our way stop in and see our press print, paste, fold, count and deliver, just as you see the paper, at the rate of two a second. Note there are forty pages and the paper is completed in one operation. Thus, by economy in production, we can offer our paper at a cash rate that to some seems marvelous. And this we must do, for we have competitors who print papers much larger than ours, four columns to a page instead of three, and twice a month instead of once, and supply it to subscribers at 35 cents a year and include pictures, books or merchandise said to be worth more than is paid for the paper.

Another thing, nearly everything that we or any other publisher can offer as a premium we find advertised in our own columns, and it does not pay us to compete with our own customers; it does not pay them, and the wise ones soon find it out.

You desire to stop all premium inducements of whatever character. Do you mean by this not to allow cash premiums to be offered; not to allow clubbers, if they choose, to make their own terms when raising a club among their neighbors? It is quite common now for the magazines in the fall to offer their publications for three months at a nominal rate; and for publishers generally to give expirations a chance to come in at a cash discount if they will do a little missionary work for the paper. Do you intend to deny them this privilege? I so understand when you propose to stop "all premium inducements, direct or indirect, and of whatever character, for subscriptions." Why would you cramp and confine the enterprise of publishers in this way? They have much to contend against already; why tie them up further?

And then you propose to let them continue to combine with other second-class publications. Why is this better for the postal service than to combine with book publishers, for the postal rate for books is eight times what it is for newspapers? Have you thought of that? Many publishers use books as premiums and seem to be doing a good work; why

not let them go on? Tens of thousands of good farm books are sent out in this way, to the great profit and satisfaction of those who receive them.

Our only competitor here, the *Practical Farmer*, offers seeds to farmers in connection with his excellent journal. The paper is a good one, the seeds are good, and while I do not believe his premium business is profitable to him, it is probably so to those who get them. What could be more legitimate than the business our neighbor is doing? So our successful rivals, the *Farm and Home*, of Springfield, Mass., and the *Farm and Fireside*, of Springfield, Ohio, are sending out beautiful works of art, farm implements and machinery and household articles of many varieties. What harm are they doing? Their postage bills are enormous upon matter that pays higher rate than their own publications. Why cripple their enterprise by a ruling or regulation that would at the same time diminish the postal revenue?

I see no good reason why you should take such action as you propose, and there are many reasons why you should not. The department should build up and not tear down; foster, not cripple, legitimate businesses. You have ample power over legitimate and disreputable enterprises; or if you have not Congress will freely give you such power. The trouble has been heretofore that Congress was asked to do things that were not right, which savored of regression rather than progress. Cease asking for power over the business of legitimate publishers unless it be to help, not hinder their operations. Go for the frauds and let honest enterprises alone.

Let me say that I believe you are on the right track in consulting publishers, a thing quite novel and refreshing to us, and that I have confidence that your purposes are worthy, and that your proposition merits the careful consideration of the publishing fraternity. I have written hastily, but have spoken frankly, which I presume is what you wanted. Very respectfully,

WILMER ATKINSON.

WHAT ONE MANAGER RECEIVED. To the Manager of the Criterion Theater, New York:

DEAR SIR—I have a proposition to place before you. I am a clerk in the office of the Metropolitan Insurance Company, which employs over 200 men and 500 young ladies. I come in close contact with over 100 of them. Now, the proposition is this: If you will give me a complimentary ticket for the play, "When Knighthood Was in Flower," I will guarantee to talk up your play to all these people.

The manager of the —— Theater gave me a complimentary ticket (for the orchestra) for his play. I advertised it among the other clerks with the result that they made up a theater party of twenty-five and went to see it. Surely you will admit that this was a very profitable way of advertising.

Feeling sure of a favorable reception, Yours very truly, —————
—New York Telegraph.

OSTEOPATHY'S HARD ADVERTISING ROAD.

Osteopathy Has Cured Many.

Osteopathy

Is the science of treating disease by tracing out and correcting any contraction of muscle, ligament or tendon, or displacement of bones however slight, which would interfere with the nerve or blood supply to any organ or part of the body. If a nerve be pressed upon, the trouble

Will

be caused in the part which that nerve supplies and not necessarily at the point of pressure. By relieving that pressure the Osteopath restores the nerve supply to the part affected, and a cure results. We give no drugs and get results more quickly without them. Drugs—while they may remedy—always entail evil after effects. We

Cure

by nature's method, and nature's methods are permanent. It is impossible in this space to give a list of diseases which we cure. We cure all diseases known as curable, and many of the so-called incurable ones. Even that dread disease, Tuberculosis, in its early stages, is always readily cured and chronic cases greatly benefited and the pain entirely relieved. If

You

are suffering from any trouble we would be pleased to have you call. If your case is cured we will not charge you, nor will we tell you so; we make no charge for consultation and examination. We do not publish testimonials, but if you desire we will refer you to some one whom we have cured of a like trouble.

LITERATURE
ON
APPLICATION. BUFFUM & DARLEY,
Sixteenth and Stout Sts., Osteopaths,
DENVER, COLO. SUITE: STEELE BLOCK,

THE foregoing advertisement here greatly reduced, is submitted by Mr. Buffum, the advertiser himself, for comment, and the observation that he is a close reader of the Little Schoolmaster and notices a lack of advice to advertisers in his line. How to advertise an osteopathic profession is indeed a question. All the physicians, druggists and hydropaths are continually talking to the sufferer against the alleged new art; while on the other hand the professors of massage are constantly contending that it is merely a form of their own method. The logic of osteopathy makes a good showing when explained. Perhaps the greatest defect in advertising it is the failure to explain the character and aim of the manual manipulation which greets the eye. The ordinary reader in perusing the announcements fails utterly to understand why a nervous disease should be due to any contraction of muscle, ligament or tendon or displacement of bone which would interfere with the nerve or blood supply to any organ or part of the body. Mr. Buffum appears to have escaped most of the numerous obstacles in the advertisement shown above. Still a little detail as to the handwork involved would have added concreteness and strength.

RALPH WALDO—Pa, what is "a holy terror"?

Busy Father—That ad of mine in PRINTERS' INK, my son.

ADVERTISING A CITY.

East St. Louis is about to apply a method of advertising itself that is new with cities of its class. The proposition is to advertise the city in seventy-five outside cities with a poster ten feet high by eleven feet long, calling attention to East St. Louis as a manufacturing center, also what inducements the city will extend to manufacturers to locate there. This advertisement is to be posted in cities ranging from 2,000 to 75,000 population, and its effectiveness is a foregone conclusion. Such cities as Birmingham, Atlanta, Fort Worth and Denver have used this method to good advantage, and have received untold results from the same. Chicago advertised on the billboards at the time of its World's Fair, in every city, both large and small, in the United States, and Buffalo is doing the same to-day, advertising the "Pan-American Exposition." —*Edwardsville (Ill.) Intelligencer.*

THERE'S no trick about getting people into a store the first time—if there is they won't come the second time.—*White's Sayings.*

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different types, by conducting wide opportunities on any topic in advertising to advertiser's standpoint. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

BAKERS.

2,500 BAKERS every mo. read **BAKERS' REVIEW**. If you have anything to sell that they use, the proposition is self-evident. Price \$20, half page \$16 per issue. Park Row Bldg., N. Y.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$26 a line. No display other than 2-line initial letter. Must be handled in one week in advance.

ALABAMA.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on the latest scientific principles, as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best telling features in the world. It is a publication representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.**, Montgomery, Ala.

PRINTERS' INK.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kempville, Ala.

GEORGIA.

THE LIBERTY COUNTY HERALD, Hinesville, Ga., 6 pages, all home print. Circulation 1,175, guaranteed. Only paper published in county. Rates for advertising reasonable.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEOPATHY, DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

INDIANA.

THE FREEMAN is read by over 80,000 negroes each week. Its circulation is national and is an excellent mail order medium. It is supreme in this field. GEO. L. KNOX, Pub., Indianapolis.

KENTUCKY.

THE RECORD, Greenville, Ky. Best country advertising proportion in State.

THE DEMOCRAT, Greenup, Ky., has the largest circulation in Northeastern Kentucky.

WEEKLY average 1,900 copies. Largest circ'd'n in section. **THE DEMOCRAT**, Greenup, Ky.

THE DEMOCRAT, Greenup, Ky., prints all the news. That's why others find it profitable. Will be so to you.

MAINE.

If you want to reach Eastern Maine your ad must be in the Rockland COURIER-GAZETTE. See our New York agent, S. S. VREELAND, 150 Nassau St., who will tell you our story honestly and make you lowest rates.

F. A. STUART, of Marshall, Mich., says: "In six years I worked up a business from nothing to nearly a million a year, using daily papers exclusively. Weeklies are too slow for me." In Rockland, Me., the STAR is the only daily.

MICHIGAN.

THE ECHO, Harrisville, covers Northeastern Michigan.

MINNESOTA.

SVENSKA AMERIKANSKA POSTEN, Minneapolis, Minn., is the largest in size and circulation of any Scandinavian paper published in the U. S. Average circulation per issue for 1900, 42,282. It has a larger circulation than any other weekly paper published in Minnesota by at least 12,000 copies each issue. It is the advertising medium par excellence of the Northwest, a fact which leading general advertisers willingly concede. Sample copies, rates, etc., furnished on application. SVAN J. TURNBLAD, Publisher, Minneapolis, Minn.

MISSISSIPPI.

MCCOMB CITY, pop. 5,000. Railroad town cotton factory, cotton and corn raised. **THE ENTERPRISE**, leading co. paper. Sworn circ'd'n over 1,000 : 8 to 10 pages, 18x24. Send for rates.

THE SOUTH is booming as never before in its history. Why not ride in on the crest of the waves! You can't enter Mississippi territory successfully (the most prosperous section) without an ad in **THE HERALD**, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

PENNSYLVANIA.

ENGLISH people in this country are thrifty; they come from England and Scotland in trade and manufacture; they are seldom idle; therefore they prosper and are able to buy. They read the **ST. GEORGE JOURNAL**, the official organ of the Order Sons of St. George, English Americans and the Anglo-Saxon race. Circulates among best class of English people in this country. Rates 25c. per inch. Issued every Saturday. F. DODD, publisher, 31 N. 9th St., Philadelphia.

IF you want to reach the rich suburbs of Philadelphia, advertise in THE NORTHEAST PHILADELPHIAN. DR. N. ROE BRADNER, Publisher, Station F, Philadelphia, Pa.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

(C)ANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position - if granted. Must be handed in one week in advance.

REACH PROSPEROUS SOUTHERN PEOPLE By placing your ad. in THE ILLUSTRATED YOUTH AND AGE, Nashville, Tenn. Circulation 25,000; rate 15 cents per line.

AUTHORS Manuscripts suitable for issuing in volume form required by established houses. Liberal terms. Prompt, straightforward treatment. Address
SEEKING A PUBLISHER. BOOKS, 141 Herald 23d St.

The American Banner
Bay Minette, Ala.

A vigorous and progressive journal. Established in 1860. Has a good circulation among an intelligent and well-to-do people and is a good advertising medium. Send for rates and give us a trial.

AN IDEA OF THE COST of advertising in Gt. Britain will probably be of service to any firm desiring to open up in that wealthy territory. On receipt of an inquiry GORDON & GOTCH, St. Bride St., London, Eng., will be pleased to render assistance in this direction.

A VALUABLE REMEDY FOR SALE.
One of the best sellers now on the market: good reasons for selling. Address "B.C.C." this office.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

GOD AND C THE CITY.

By The Rt. Rev. HENRY C. POTTER, Bishop of New York. Cloth, 25 cents.

May be ordered through any bookseller or will be sent postpaid for the price by the Abbe Press, Publishers, of 114 Fifth Avenue, New York, London, Montreal and elsewhere, who always issue interesting works.

EXPERT TESTIMONY.

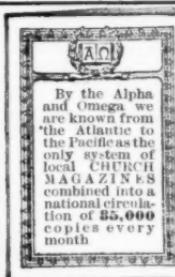
The following is an extract from a letter received by the POULTRY AND BELGIAN HARE STANDARD, under date of April 9, 1901.

"Our ad. in your paper has done well for us. Though we have only advertised in it since January it shows up very well on our lists. Better than any other paper having twice the rated circulation. Respectfully, SURE HATCH INCUBATOR CO., Oconto, N.W.

Poultry breeders and Belgian hare breeders all over the United States and England say 'the same thing.' THE STANDARD reaches buyers; THE STANDARD pays advertisers." Write for sample copies to STANDARD, Hall Bldg., Kansas City.

FORTUNES FOR PEOPLE.

If you wish to start in business, trade or profession along the lines of the Great Northern Ry., which runs through the States of Minnesota, Montana, Wyoming and Idaho, Columbia, or along the line of the Union Pacific, running through the States of Kansas, Colorado, Nebraska, Utah, or along the line of the Chicago & Northwestern, running through the States of Illinois, Wisconsin, Minnesota, Iowa, Michigan, Nebraska, Kansas and Wyoming, address for full particulars respecting the opening and population of LOUISVILLE, "The American Aviator," 87 Washington St., Chicago, Ill., who will furnish you all information free of charge.



The CHURCH PRESS ASSOCIAT'N Magazines printed for 30 live Churches of various denominations, and with a peculiar personal interest by at least 140,000 people every month - four on an average in each family. Used by leading advertisers year after year since 1890. 200 So. 16th Street, Philadelphia, Pa.

\$2,000,000

will be spent in public improvements in Troy this summer. The thousands of men who will be employed on this work read the official paper of the city administration. This paper is

THE SUNDAY NEWS,

Troy, N. Y.

Send 10c. for sample copy of

Ranch and Range

a profusely illustrated monthly magazine, descriptive of the scenes, wonderful resources and opportunities of the great West. Better send \$1 for a year's subscription and receive the premium of a beautiful embossed booklet of ROCKY MOUNTAIN WILD FLOWERS, sent prepaid.

**618-620 Charles Block,
Denver, Col.**

SHOW CARDS

WE WANT YOU TO KNOW that we make the best high grade, up-to-date show cards in the world. To convince you of this fact we offer for the next 30 days



Two cards this style, 14x9 ins. (hundreds of subjects to select from), worded to suit your business,

4.50

and 100 cards No. 338, 3 in., oval, hand-some heavily embossed gold roccoco edge, any color or combination of colors, all for **\$5.00**.

No. 338.
We originate novel ideas in Show Cards.
L. National Krakow & Co., 338 Broadway, N.Y.
"Our business is creating business for others."

The first function of an advertisers' agent is to serve his clients' interests as faithfully as he serves his own.

The second is to serve those interests with all his might.

The agent which possesses the greatest *fidelity* and *might* is the best agent.

We have the *might* here—the heads of departments to plan the advertising, the corps of trained writers and artists to prepare it, the ability to place it cheapest and most advantageously, and the printery to print what's necessary. A perfect equipment.

The *fidelity* is here, too, and only contact can prove how absolute it is.

May we serve you with our *fidelity*—and with all our *might*? Let's talk it over.

SLAWSON & GRAHAM

Advertisers' Agents

Transit Building
5 and 7 E. 42d St.

New York City

"The Evening Journal is the best paper in the city."
— Statement of Jersey City Advertisers.

The Evening Journal

Jersey City
N. J.

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and N. Y. City advertisers attest the value of the Journal as an advertising medium by a large and liberal use of its advertising columns.

Evansville Morning Journal

Established 1852.

Leading Republican daily in Southern Indiana.

EVANSCVILLE JOURNAL CO., Evansville, Indiana.

Youngstown, Ohio, Vindicator

DAILY:
10,000

SUNDAY:
10,000

WEEKLY:
9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates Address

LaCOSTE and MAXWELL, 38 Park Row, N. Y.

Tel., 3293 Cortland.

SPECIAL NEWSPAPER REPRESENTATIVES.

Money is Easier Made Than Kept.

THE WALL STREET JOURNAL, by making a daily specialty of studying values, helps people to invest their money safely. Bankers, brokers, capitalists and investors can be reached intimately in its columns as in no other daily. There are other financial papers and pages, but

THE WALL STREET JOURNAL

is unique and pre-eminent in its field. Shrewd advertisers of high-class goods are using its columns. In appealing to moneyed people THE WALL STREET JOURNAL should be the first on your list.

**DOW, JONES & CO., Publishers,
42-44 Broad Street, New York City.**



The Strength of Our Country.

THE TRUCK FARMER

Monthly Magazine, \$1 year.

2,000 issued.

AGRICULTURAL IDEAS

Monthly Paper, 25c. year.

1,600 issued.

TRUCK FARMER'S DIRECTORY

March each year, \$2.

No BIG circulation, BUT !!!

J. C. JONES, Business Manager,Advertisers get 36 inches the yard. **San Antonio, Texas.****A DVERTISERS, DO YOU WANT TO SELL YOUR GOODS?**

Then advertise them before the MERCHANTS AND MANUFACTURERS OF THE SOUTHERN STATES.

THIS SECTION IS RAPIDLY APPROACHING THE FRONT RANK.

You can reach them all by ADVERTISING in the

Merchant and ManufacturerPublished at **NASHVILLE, TENN.** Write for rates.

F YOUR GOODS are used by carriage and wagon makers, advertise in The Carriage Builder. Each issue is brimful of practical articles of especial interest to the man who makes and the man who repairs carriages and wagons. A fac-simile copy of postmaster's receipt for postage mailed to advertisers each month, showing exact circulation.

Proof sheets of trade news sent advertisers each week, in advance of publication, enabling them to get in touch with new establishments before others can reach them.

Advertising rates, \$60 per page each issue; \$30 per half page; \$15 per quarter page; \$7.50 per eighth page, or \$3 per inch. Columns, 3 1-2 x 10 inches, two columns to the page.

A three months' trial will convince you that it pays to advertise carriage and wagon goods in a paper that goes only to carriage and wagon makers—not dealers.

THE CARRIAGE BUILDER,
INDIANAPOLIS, INDIANA.

The Columbia Advertiser

A weekly paper published in the interests of the merchants of Northwest Philadelphia and suburbs.

Rates, 35 cents per inch.
Circulation, 12,500.

1626 COLUMBIA AVENUE, PHILADELPHIA, PA.

The Patriot

HARRISBURG, PA.,

is a paper that goes into the homes. It does not acquire a large circulation through street sales. Thousands of its subscribers do not take any other newspapers. Do you realize their purchasing power? Do you want their patronage?

To General Advertisers.

In making up your advertising list for the season's business, you are earnestly requested to inquire of the local merchants, and learn the true worth of the Columbus, Ohio, DAILY CITIZEN.

We believe you will find the same second to none as an advertising medium in Central Ohio.

The CITIZEN is liberally patronized by all the large advertisers in the city of Columbus—is published daily, except Sunday, and has a guaranteed circulation of over **20,000** copies daily.

It will be to your interest to investigate the standing of

The Columbus Citizen

before deciding on the paper you will use in that city.

E. T. PERRY,

MANAGER EASTERN OFFICE, 103 TRIBUNE BUILDING,
NEW YORK.

The greatest advertising success of the year 1901 is
MEDICURA, the soap that cures. This advertising
was planned and placed by

Phillips & Co.,

advertisers and publishers of THE ADVISOR,
1133 Broadway, - - - - - New York.

EVERY SATURDAY

SPORTING LIFE

Base Ball, Trap Shooting
General Sports

For 16 Years the Acknowledged Authority
Advertising Rate, 15 cents a line.
Sporting Life Publishing Co. Philadelphia, Pa.

BUSINESS SLUGGISH?

A million eyes will see your advertisement every week if placed in

North American Weekly,

(Established 1886.)

New York City.

30c. per
line.

T. F. orders stop when you wish. Home-read papers always
bring results.

127,845

circulation guaranteed. No free copies or exchanges included in
this circulation.

Don't you want to give us a trial?

L. NATIONAL CRAKOW & CO.
Advertising Managers,
338 Broadway, New York City.

The
Christian Advocate

"Official Newspaper of the Methodist Episcopal Church."

ESTABLISHED 1826.

CIRCULATION STATEMENT FOR 1900.

MONTH.	WEEKLY ISSUE.					December 31, 1900. Total aggregate copies printed in 1900,
	1st.	2nd.	3rd.	4th.	5th.	
Jan	43,000	43,000	43,000	43,000	
Feb	42,700	42,700	42,700	42,700	
Mar	42,700	42,700	42,700	42,700	42,700	
April	43,200	43,200	43,200	43,200	
May	43,000	43,000	43,000	43,000	43,000	
June	41,300	41,300	41,300	41,300	
July	41,300	41,300	41,300	41,300	
August	41,000	41,000	41,000	41,000	41,000	
Sept	41,200	41,200	41,200	41,200	
October	42,000	42,000	42,000	42,000	
Nov	42,300	42,300	42,300	42,300	42,300	
Dec	44,000	44,000	44,000	44,000	

2,199,800.

Average Weekly circulation,

42,303.

METHODIST BOOK CONCERN, Publishers,
150 Fifth Avenue, cor. 20th Street, New York.

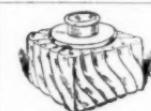
Ad Sense

is a journal of
advertising and
business methods.

It is a model of typography, is edited by practical men and worth many times its cost to any business man, young or old. It costs but 10c. per copy. \$1.00 for a year.

PREMIUMS

typewriter ribbons in the world. The Ruyter fountain pens are strictly non-filling and long lived. The fountain pens are jointless and without an equal. For \$1.25 we will give AD SENSE for one year and two Ruyter Typewriter Ribbons, any color for any machine, or a Ruyter Fountain Ink Stand, which is a perfect stand and keeps the ink from evaporating. For \$2.50 a Ruyter Jointless Fountain Pen (Ladies' size, \$2.00). For \$3.25, a Pelouze National 4 lb. Scale, which tells at a glance the exact cost of postage in cents on all mail matter, and also gives weight by half ounces. It saves both time and stamps. Made by Pelouze Scale Mfg. Co., Chicago. Warranted accurate. All premiums sent postpaid. If you are not satisfied, we will return your money and give you AD SENSE free for the year.



Ruyter Fountain Ink Stand.



Pelouze National 4-lb. Scale.

AD SENSE COMPANY, 360 Times-Herald Building, Chicago.

Street Car Advertising.

More and more converts are being made to street car advertising daily. Those who have tried other mediums with unsatisfactory results are using the street cars and are pleased at the returns. Those who have made their first venture in advertising find the street cars profitable beyond their greatest hopes.

Street car advertising is certainly better understood to-day than it was ten years ago, and is certainly done a great deal better. There is ample evidence on all sides that with the increasing years and consequent improvement in service there has been a like increase in the profits.

There are hundreds of new advertisers cropping up every year—men who know but little about advertising or advertising mediums. They invest their first money in advertising much the same way as they would buy a chance in a lottery. If all advertising, street car advertising included, were considered more as an investment than as a speculation it would be to the advantage of these new beginners.

Street car advertising is not a speculation, not a game of chance, but a sound investment which if properly managed is bound to bring a profit in time, provided the article advertised has merits, is sold at a reasonable price, advertised strongly continuously, brightly, tersely and truthfully.

The great question with many men is how to begin advertising. Many say that they have only a limited amount to spend and want to spend it where it will do the most good, they want to reach the largest possible number of probable buyers at the least possible cost, and yet do not know where to place their advertising.

Many advertisers have attained success through the exclusive use of street cars, others by using the billboards, others by using the newspapers, and still others by using all three mediums

combined. But this latter method entails such an enormous expense that few people can afford to try it. With a limited amount at hand the best plan is to use only that advertising which will bring the most returns. For this and other reasons street car advertising has become the choice of many advertisers, especially those who cannot afford to use all three mediums.

The people who ride in the street cars are the probable buyers; those who want a particular thing, but do not know where to go to get it, and look to see who has it; and those who want something and look to see who has it; and those who want something and know where to get it, but look for the advertisement to be sure of the name, or the street, or the number, or if it still be advertised. The street car advertisement stays with them, rides with them, keeps them company, in spite of themselves, and with gentle persistence makes itself be read.

Quick and direct returns from street car advertising are ordinary, but it is the cumulative effect, the gradual introduction of your goods into thousands of homes, the acquisition of the friendship and permanent patronage of the many, the making of a new customer each day, the constant and continued development of the good-will of the consumers that in time furnishes the material that builds up a big business.

There is hardly anything that we eat, drink, wear, or otherwise use that cannot be benefited by judicious street car advertising. Even articles that are not in general demand can be pushed to a great and steady sale through the use of street cars.

Street car advertising costs money, same as all other advertising, but it yields a profit on the cost. The same advertisers are in the same cars month after month and year after year. None of them would continue to spend money without getting returns.

Only a large and financially capable company can contract for a full line of cars in the large cities, because the forfeit they have to put up is very heavy, and it takes a large capital to run such an enterprise as it should be run.

By organizing things they can bring down to a minimum the expenses of printing cards, insertions, changing insertions, etc., and the whole thing is handled, so far as possible, in a spirit of co-operation, all advertisers alike benefiting by it.

As to prices, it is well known that the large companies of

good and well established reputation are preferred to those of smaller means, and to those who are newer in the field.

The street car companies are anxious to have a high plane of advertising efficiency retained, and are sure that this will be done in the future by those who are identified with the bringing of it to that high plane.

This is why a firm like George Kissam & Co. are able to control such immense systems of street car advertising from one end of the country to the other. They have helped to make street car advertising a success, and the street car companies are too jealous of one of their best sources of revenue to wish to make experiment with people who might make it less profitable to them and to the advertiser.

The street car lines in Chicago are of the finest in the country. They are not as elegantly decorated or as fancy as some of those in other cities, but they are comfortable, well-built and numerous in number.

The city is divided into three sections, North, West and South. The great street car systems of Chicago are those of the North and West sides. They carry many thousands of passengers daily, and the advertising privileges are controlled by George Kissam & Co.

George Kissam & Co. have done more to popularize street car advertising in Chicago than any one who has ever engaged in it, and that they stood well with their business rivals and are universally popular is strong evidence of this fact.

They have held their own against all opposition of other systems and the cars under their control are conceded to be the most valuable of any in the city for advertising purposes.

Street car advertising is a form of advertising that is well calculated to reach the women. It is analogous in many respects to newspaper advertising, for it is a form of outdoor advertising that is really indoors.

The day has passed when street car advertising could be dismissed with a word. It makes its appeal to advertisers with a backing of merit and constant improvement that cannot be lightly passed by.

Brooklyn is a woman's town, and with its population of 1,166,582 offers an excellent field for the street car advertiser.

George Kissam & Co. control the advertising privileges for the Brooklyn Elevated Railroads, and the cars on this road are said to carry over one hundred and thirty-five thousand passengers daily.

In addition to Chicago and Brooklyn, George Kissam & Co. control the exclusive advertising privileges for the street cars of Buffalo, the Pan-American Exposition city, Albany, Troy, Schenectady, Utica, Rochester, Amsterdam, Newburg, Jamestown, Johnstown, Gloversville, Herkimer, Mohawk and Ilion, N. Y.; Trenton, Elizabeth, New Brunswick, N. J.; Erie, Pa.; Aurora, Elgin and Springfield, Ill.; Cincinnati, Columbus and Hamilton, O.; Minneapolis, St. Paul, Stillwater and Duluth, Minn.; Milwaukee, Madison and West Superior, Wis.; Denver, Col. The combined populations of all these cities is 5,380,850.

People who live in these cities have money to spend; they ride in the street car, they read the cards. Whenever a good article strikes their attention through this advertising they are quick to try it. If the goods are reliable and of genuine worth their patronage will be retained.

The opinion is growing every day that the simplest and one of the best and most profitable methods of advertising is to secure original and good advertisements and place them in the street cars. The cost is small compared with other methods of advertising, but the results are great.

A card in the cars is a constant invitation, a continuous reminder. Any good article benefits by street car publicity and the benefit is usually permanent. The circulation of the street car card is unlimited and reaches every class of people. It meets you and greets you at every turn of the eyes, proclaiming the merits of the article advertised, and, in short, impressive sentences, tells you the story complete in such a manner as not to be easily forgotten. It is possible to make every street car advertisement so conspicuous that it will be seen, so readable that it will be read, and so convincing that it will sell goods.

When you set aside your advertising appropriation you expect it to pay you good dividends, it is therefore advisable to deal with an experienced and reputable firm — such a one as George Kissam & Co., 253 Broadway, New York City. They will be pleased to answer any question regarding the matter.

Advertisers, do you know that

Campbell's Illustrated Journal *

is the only first-class family magazine
published in Chicago, and reaches

100,000

Prosperous, Happy Homes

And that it is one of the best
advertising mediums published?

Once a patron always a patron.

Campbell's Illustrated Journal

Chicago, Ill.

**Only
and always
Eight pages.**

printed every afternoon except Sunday, and sold for one cent. Clean, newsy news from everywhere appears, usually first, in the Scripps-McRae papers, not in long-winded articles, but short, terse, accurate items that tell the whole story quickly.

A limit is placed on the amount and character of advertising allowed in these papers. When the idea was put into effect a score of years ago the "wise ones" said it would not go, but the people bought the papers and the number of readers increased, so that to-day they have a larger legitimate circulation than any of their neighbors, and it is not an unusual thing to find the "No more advertising taken for to-day's paper" sign displayed in the counting-rooms of the Cincinnati Post, Cleveland Press, St. Louis Chronicle and Covington (Ky.) Post.

There are days, however, when the sign does not appear, and F. J. Carlisle, with offices at 53 Tribune Building, New York, and 116 Hartford Building, Chicago, will give rates and other information upon request.

The Scripps-McRae League newspapers stand out boldly as unique, successful publications; all eight-page papers,

STILL AT THE TOP.

Circulation is the rule by which the merit of papers is measured.

It is because our papers have the merit that gets and holds readers that we can guarantee great circulations like these : : : : :

THE VICKERY & HILL LIST

(**1,500,000 A MONTH**)

AND

THE AMERICAN WOMAN

(**1,000,000 A MONTH**)

Ever since we began the publishing business, twenty-seven years ago, we have kept our papers at the top notch of quality.

To-day they are still at the top. The proof is in the fact that they lead all other similar papers published in this country in circulation.

They are at the top in the results they yield to advertisers because of their high quality and great circulation.

If you want to get tip-top results you can't afford to stay out of the Vickery & Hill List and The American Woman.

Sample copies and rates for the asking.

THE VICKERY & HILL PUBLISHING CO.,

AUGUSTA, ME.

C. D. COLMAN,
Temple Court,
NEW YORK.

E. H. BROWN,
Boyce Building,
CHICAGO.

Jealousy!

PURE AND SIMPLE.



THE above reproduction was made from a card sent me by one of my customers who evidently is not influenced by the scathing remarks of a jealous competitor. In my last advertisement I told the story of the general merchants who were martyrs of truth in admitting that they could not afford to sell as cheap on credit as they could for cash. They did not malign their competitors, but gracefully swallowed their medicine. How different with my friends, "Ink Thinks"! They are trying to make printers believe that Jonson is a robber, and his inks are only a mixture of coal oil and soot. It seems strange that seventy-five hundred different concerns, located in all parts of the world, should run the gamut of their ink emotions, and send me seventy-five thousand orders accompanied by cash, and still not reach their finish. Be your own judge! Send for my price list, and rest assured that if the goods are not found as represented, the money will be refunded and all transportation charges paid. When in New York City, call and see if I am the vagabond they accuse me of being. Address

Printers Ink Jonson,

17 Spruce St., New York.

Nearly Four Billion Bushels of Grain

were raised in the United States last year. Of this vast crop the greater part was raised in the Middle West, in that region of which Illinois forms the central point and which is known as the great Corn Belt. The farmers who produced this immense crop of grain are an industrious and prosperous class, are in constant need of many things and have the money with which to purchase them. The best way to reach them is through the columns of

THE FARM HOME SPRINGFIELD, ILL.

Advertisers who wish the trade of these farmers will find that The Farm Home's circulation of over twenty-five thousand copies covers the field thoroughly, and that advertisements in its columns bring results. The Farm Home is a monthly publication devoted to the interests of the American farmer, and is considered one of the best agricultural publications in the country. Advertising rates on application.

**The Farm Home,
Springfield, Illinois.**

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Mr. Charles F. Jones:

DEAR SIR—I notice that salesmen of the jobbing trade who come into a retail store to sell goods do not as a rule keep the cost of the goods private. They speak out so that the employees and sometimes customers at the counter hear the cost. They do not have sense enough to mention the cost of the goods they have to sell privately to the proprietor, and if the proprietor is out they will display their goods and talk prices to the employees. I always wish to keep the cost of goods to myself. Will you kindly have something to say about this in "Business Management," PRINTERS' INK, and oblige,

Yours truly, II.

It is no longer necessary for every salesman in a store to know the cost of the goods he sells. In the old days, when the clerk was expected to get as near to the marked price as possible, but not to miss a sale, even though he could get only a little more than cost, it was absolutely necessary that he should know the firm's cost mark. All this is changed by the now very general policy of charging everybody the same price for the same article; and it does not matter to the salesman what the goods cost. In many cases positive harm has been done by the knowledge of the clerks as to cost. A great many clerks like to astonish customers or friends outside the business by telling of the large profits that are made on some lines of goods. And this often leads to impressions that the profits are correspondingly large all along the line and that possibly your prices are higher than they need be. Then again, when you are buying some particular line very much under the price a competitor is paying, he is likely to find it out sooner or later if your clerks know it. I do not

mean that any great number of salesmen are unfaithful to the business that employs them, but rather that their familiarity with these matters often leads them to tell carelessly the very things they ought not to tell. I have often heard traveling salesmen of jobbers or manufacturers tell, right in the presence of customers, the wholesale prices of certain lines of goods, information that should be given only to the proprietor of the store or others who are authorized to buy. And while this is not likely to happen often enough to do any serious harm, there is no need of its happening at all and it should be avoided.

* * *

A great many advertisers waste enough space every year to pay for a good part of that which they use wisely. It is very foolish to contract for a fixed amount of space to be used every day, using that amount whether it is needed or not. The best way to buy newspaper space is to buy it by the inch and use it as it is needed just as you use almost everything else. Perhaps to-day five inches of space would do just as much good as ten inches; whereas to-morrow you might have something very special to offer which would require ten or fifteen inches for proper presentation. If you buy space by the inch, there need be no waste. There will be no temptation to write a lot of useless stuff simply to fill a fixed space which you have bought and feel that you must use in some way. Not only this, but your ad will attract more attention if it varies in size from time to time, and will be read more, because the ad that is always the same size, even though the matter is frequently changed,

will often be thought to be the same ad running along day in and day out; and for that reason will miss many a reader.

* * *

Charles F. Jones, care of PRINTERS' INK, New York:

DEAR SIR—I would like you to give me your opinion as to the best medium for me to follow as an advertiser for a small store—a new beginner. I have been in business about three years, and in this time I have spent about \$550 for different kinds of advertising. I would suppose that \$400 of this has been in our daily papers. But this is what puzzles me—that I am not able to trace any returns worth speaking about. I have gone to the different newspaper men that I advertised with and asked them whether there was anything wrong about the make-up of my ads, and they tell me that I put up as good an ad as any that go into their papers here. Of late my newspaper men have advised me to advertise only around pay days, about ten days in the month, and use larger spaces. As a rule my space is anywhere from five inches single column to eight inches double column. My ads appear three times without a change every other day. I am allowed one change a week. I would suppose that the two papers have about ten or eleven thousand circulation in the city. Why it is that I do not get more returns I am not able to say. I always aim to tell the whole truth and do not try to stretch it in my ads. I might say that I am not in a very good business district, but am the only furnisher and hatter on this street. I would suppose that there are anywhere from two to three thousand people pass my store a day on foot. Besides street cars pass every five minutes. I would like to make a suggestion: I have been reading PRINTERS' INK for some time, but have not been able to find anything that will help the small advertiser or new beginner. Please give us some advice in PRINTERS' INK from time to time that will help the new beginner to build up a business for himself. Inclosed find some of our ads. Please criticise them and let us know what you think about them. Yours respectfully, W.

I think the principal trouble with beginners in advertising is the tendency to try a little of everything that comes along; to spend a few dollars in programme advertising, a few more in novelties, a little in outdoor display, such as fence signs, etc., and so on down the list of dodgers, hotel registers, city directories and the hundred and one other advertising schemes that are of comparatively little use to the small advertiser. Some of these things are all right under certain conditions and within certain limits, but the new ad-

vertiser of a retail business with only a few dollars to spend had better spend them in the newspapers and had better not try to make them cover too much ground even in this way. In your particular case, I cannot tell exactly what is the matter, but I strongly suspect that you are not spending as much money as you ought to for newspaper advertising. I cannot be sure of this, however, because you have not told me how much business you do or given me any idea of your gross profits. I do know that \$550 is a very small sum with which to cover three years' advertising, especially when daily papers are used in a city the size of yours. Your advertisements seem to have the right ring and I presume are large enough to do justice to the store they represent. I haven't a doubt that they are paying you better than you realize. The advice you have received as to advertising just before the principal pay days occur, using large spaces, is very good, and I would advise that in addition to this you choose for such occasions two or three articles that are in general demand and use them as specials, selling them at cost or possibly a little below in order to show a very striking contrast between the regular price and your cut price. It would be well worth while, if you haven't a sufficient quantity of the right sort of goods in stock, to buy them especially for such selling. By buying a considerable quantity you can probably get a price concession from the maker which will allow you to sell at the price such goods formerly cost you and still make a margin of profit sufficient to pay freight and the cost of selling. This is the best way I know of for a new store to get a reputation for low prices and to keep the public eye fixed upon its advertising. I think you are on the right track in sticking as closely as possible to the truth in your advertising. I do not think it necessary to exaggerate in order to sell goods and I do believe that truth is not only stranger than fiction in advertising but is stronger. The thing to do is to make bargains

that will not disappoint those who come to buy and that they will have to indorse to neighbors and friends. Doing this and telling of it in the right way in the newspapers have been responsible for some of the greatest mercantile successes the world has ever known. In your anxiety to make your newspaper advertising pay, don't forget that with several thousand people passing your store every day, your windows can be made powerful allies in the battle for business. Always have them confirm your newspaper advertising by using in them some of the goods advertised, plainly ticketed with the old and the new price. You should remember when reading this department, that many of the rules and much of the advice given for the government of large stores are equally applicable to a smaller business.

* * *

You had better begin right now to think about your customers' comfort in the hot days so near at hand. If you have not already good facilities for keeping your customers cool and comfortable while trading in your store, it isn't a minute too soon to be putting them in. It's astonishing sometimes the way people will flock into a cool looking store to get off from the hot street, out of the sun; and it is equally astonishing to see the amount of merchandise they will carry out of a store under the refreshing influence of an electric fan or a glass of ice water. If you have a soda fountain it will pay you to occasionally advertise a glass of soda free with every purchase to the amount of ten cents or over. There are comparatively few ten cent articles that will not pay you a sufficient profit to cover the cost of the soda, and you will find that oftener than not customers who are attracted by the offer will buy a great deal more than ten cents' worth. And I want to say right here that the merchant who does not look after the comfort of his employees in every possible way is making a costly mistake. Care should be taken not to allow salespeople to become prostrated from overwork in the in-

tense heat: and particularly among women employees, who are often more easily overcome by the heat than men. This care should be extended even to the horses that are driven on your delivery wagons. Drivers who are ignorant of the proper care of horses that work in the beating sun all day should be instructed how to protect these poor beasts that are unable to protect themselves. It is certainly not a very good advertisement for any concern to have the reputation of overworking any of its servants; and careful consideration of their comfort will not only pay in appreciation that shows itself in the better service rendered, but is bound to be observed more or less by the public and to redound to the credit of the house. Of course, comforts you provide for customers should be noted briefly but very frequently in your ad, and should occasionally be enumerated and commented upon at some length.

* * *

A confectioner on Sixth avenue, not far from Twenty-third street, had a very inviting display of candies in his window, and on a large tray in the center was something special in mixed chocolates. There was a liberal coating of large chocolate creams with English walnuts on the top and the price was very enticing—fifteen cents per pound. A lady of my acquaintance went into this store and asked for a pound of these candies, and as they were weighed out for her, she observed that the entire lot contained just one single, solitary, lonesome English walnut. She objected mildly and was told, none too pleasantly, that she would have to take them as they came, that the saleswoman could not pick out for her any more of a single variety than would fall into the scoop as she gathered them up. And when the customer asked for a pound from the tray in the window, calling attention to the fact that the better candies were more plentiful there, she was refused. She politely told the saleswoman that if she could not have such candies as were displayed in the window she would

take none at all, and left the store, probably never to go back there for another purchase. I presume that in most cases the customer took just what was weighed out for her with no audible objection; but probably not one in twenty failed to notice that the proportion of good candies was much greater in the window tray than in the tray from which they were served in the store. I believe it always pays to give people just exactly what you lead them to believe you are going to give them, even if a deception would be successful in the majority of cases. I don't believe it pays in the long run to put the big apples or the best candies on top; to have the bottom of the berry basket too near the top; to mix five cent handkerchiefs with ten cent ones, marking them all special at ten cents; or to practice any of the hundred and one other detestable little deceptions that are so prevalent in modern merchandising. The man who will not be honest for the sake of honesty ought still to have enough sense to be honest because it pays.

* * *

I think I have referred before to the usefulness of inclosing with each package a little guarantee slip offering free exchange or money back provided the goods are returned in good condition and within a reasonable time.

It gives the customer a feeling of confidence in the store to find, upon opening the package containing her purchase, such a guarantee of satisfaction as I have mentioned. It leads her to believe that you are interested in her beyond simply getting her money, and that you really are anxious to protect her not only from any error you may have made in choosing or pricing your merchandise, but from any error that she may make in buying from you.

I have before me a slip of this kind issued by Spiro Bros., of Danbury, Conn., which goes even further than this in that it shows a good halftone illustration of the building in which this concern's business is located. It strikes me that it is a particularly good idea to print the picture of the store

on a slip of this kind, because it not only helps to identify the store to a customer who may not be familiar with its appearance, but, if well executed, is likely to be saved, especially in country homes, and to prove a good ad in itself. If, as in the case of Spiro Bros., the building in which the business is situated is rather an imposing structure, the illustration is likely to create a very favorable impression in the mind of any one who may chance to see it. And this leads up to another thought, that it might be a very good idea for a city store, advertising in country papers, to occasionally print a picture of their store in the country paper ads, using a well drawn outline cut or halftone of very coarse screen. This should help country readers to more easily find and recognize the store when making a visit to the city, and make them less likely to get into the store of a competitor by mistake.

* * *

The country advertiser who takes note of the advertising and window dressing of the city stores will see that a great many of them take special pains to keep both of these branches of advertising in tune with prevailing weather conditions. It is certain that a great many sales that would not otherwise be made are effected by calling people's attention to a need when the weather is also reminding them of it. Of course, a man who is caught out in the rain without an umbrella is likely to buy one whether he sees umbrellas advertised or not. But if his morning paper has already told him of something special in this line and he sees confirmation of it in your window, you will probably get his money in preference to some one who has not asked him for it. By watching the weather reports carefully, your newspaper advertising, window and sidewalk showcase dressing may be gauged to suit the varying conditions. If this afternoon's papers show rain for tomorrow, see that your ad in tomorrow morning's papers says umbrellas, mackintoshes, rubber shoes, roofs repaired, rainy day skirts, cab service or something

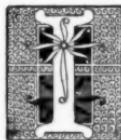
that will combine with the weather to remind people of a need that you can supply.

* * *

I doubt if one merchant in ten has a proper appreciation of the influence that well informed, intelligent salespeople exert in the building up of a business. The average merchant in choosing between this class of help and the kind that is neither experienced, intelligent or well-appearing, will choose from the latter in order to make a fancied saving of a few dollars a week. I am unable to see where it profits a storekeeper to save a few dollars on help at the cost of a great many sales and an occasional good customer through the ignorance, inexperience and general lack of fitness of such help. It is all right to fill unimportant positions with such people; but those who come in personal contact with the customer must understand the stock in which they are working, how to approach the different customers who come in and how to work to the store's advantage without working to the customers' disadvantage. True salesmanship should almost be accorded the dignity of a profession. It isn't simply a matter of filling out a sales check, taking the customer's money and handing over the purchase. These little details in many cases are only the evidence of a keen insight into human nature on the part of the salesman and the skillful handling of a customer with peculiarities and prejudices. There is a time for the salesman to talk and a time for him to keep still. There is a time for him to make suggestions; to argue a little perhaps, possibly to boast judiciously. There is a time for him to chat a little about matters outside of business, and a time for him to avoid everything but the plainest and briefest of statements about his goods and prices. The real salesman recognizes these occasions almost instinctively, and therein lies a great deal of his value to his employer. There are some people who could not possibly become good salesmen with any amount of training and experience simply

because they lack the ability to understand other people readily, and the necessary tact and persuasiveness to handle them successfully in selling goods. People of this class are not cheap at any price, and you can better afford to pay them for staying away than to have them in your store. I have seen a great deal of business lost through the substitution of boys and girls for men, for economy's sake. This will sometimes work all right where the boy or girl has a natural taste and ability for this sort of service; but it is a very difficult matter in selecting from a number of untried applicants to tell which these are, and it is better not to take chances. I do not mean by this that boys and girls should not be employed in a retail business, but rather that the best of judgment should be used in their selection and in placing them where they can surely fill the requirements. Of course, in many lines where small articles are sold and the purchases amount to but a few cents at a time, any boy or girl of average intelligence will be able to render satisfactory and profitable service. But when the purchases run into dollars it will almost invariably be found that the well paid, experienced salesman or saleswoman is much the cheaper in the end. People who are making purchases amounting to five or ten dollars for a single article want to feel confident that the person who is serving them is thoroughly competent to advise them or give any desired information about the material or the making of the article in question. The inexperienced cannot inspire this confidence in the possible customer, for perfectly obvious reasons, and therefore frequently fails to make a sale. I believe that in the majority of cases a store can be measured by the appearance of the people behind its counters. Even the class of trade it caters to can be pretty well determined in this way. This is particularly true of large stores. To paraphrase an old axiom, "A store is known by its help," and you should not let your salary list scare you into any false economy.

RIPANS



NDIGESTION is the most widespread of human diseases. It is the direct or indirect cause of all other human diseases. Its causes are many: Incorrect diet, excessive food, sedentary habits, overwork and worry. Indigestion is a serious matter. Attend to it at once. Ripans Tabules are the acknowledged superior remedy to remove indigestion. There is every reason why a person should give Ripans Tabules a thorough and faithful opportunity. They have helped and are constantly helping a majority of people—a daily demonstrated fact. They are known and used by physicians. They are sold at the lowest price (ten for 5 cents) a scientific remedy can be sold, and they do good and good only. Ripans Tabules cure constipation, bowel, liver and stomach troubles. They cleanse the blood and tone up the system. They are the truest standby in the coming hot months to preserve activity and good appetite.

There is scarcely any condition of ill-health that is not benefited by the occasional use of a R.I.P.A.N.S Tabule, and the price, ten for five cents, does not bar them from any home or justify any one in enduring ills that are easily cured. A family bottle containing 150 tabules is sold for 60 cents. For children the chocolate coated sort, 72 for 25 cents, are recommended. For sale by druggists.

THE PHILA. **INQUIRER**

Prints
More

Than
All the

**Paid
Want
Ads**

**Other Philadelphia Newspapers
Combined.**

**This is the STRONGEST
POSSIBLE PROOF of a
Newspaper's Power as
an Advertising Medium.**

THE circulation of The Inquirer—both Daily and Sunday—is greater by many thousands than that of any other newspaper in Pennsylvania.

Average
Circulation
During 1900

170,905 Copies
Daily

Average
Circulation
During 1900

168,325 Copies
Sunday

Advertisements in THE INQUIRER always bring positive results.
The Philadelphia Inquirer, 1109 Market St., Phila., Pa.
 NEW YORK OFFICE, Nos. 86-87 Tribune Building.
 CHICAGO OFFICE, 508 Stock Exchange Building.